

Top Tips to Prepare for a Media Spot

TV News

1. Make it conversational.
2. Be yourself.
3. Don't stress about perfection.

Print

1. Get in contact.
2. Coffee always works to get some attention.
3. Share the power of your story.

Podcast

1. Be prepared – do your homework! Listen to a few recent episodes before your interview, if possible.
2. Make sure you're in a quiet room and environment.
3. Equipment matters, but it doesn't have to be expensive. You can test your audio and video beforehand if the interview is virtual.

Overall

1. Ask for a list of questions before you are on-air interview to prepare your answers
2. Prepare your key points (download our facts sheet).
3. Be authentic. If you're nervous, you can prepare by practicing your story in front of a mirror or a family member!
4. Since these interviews are not usually live it is okay to ask to start over.