

#RISINGYOUTH

community service grants



#JEUNESENACTION

subvention de service communautaire

Interview Preparation Guide



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Getting Ready for a Media Interview



Before the Interview

Preparation is the key to a good and stressless media interview. Before the interview, **ask what the story is about** and what the interviewer specifically wants to discuss.

Develop a good understanding of your interview topic. Then, **take time to prepare several key points** worth emphasizing during the interview. Don't forget to also think about the most difficult questions you might be asked and prepare some responses.






Media generally works under very tight deadlines, some are turning around stories in a matter of hours. It can happen that a reporter wants to arrange an interview the same day a story is due.

If that occurs, no panic, **always ask first what the reporter's deadline is**. You have the right to refuse an interview, in that case just contact Rising Youth who may be able to accommodate the media request.

It's important to first understand the language you'd like to use when speaking about your project or the organization. There are likely several key phrases that are central to the way your work is defined



Identify them ahead of time and **write down the answers you want to share.**

Use bullet points, they are easier to review quickly when you are with the journalist.

Here is an example of basic questions you can answer ahead, and that the journalist will most likely ask you:

Introduce yourself

Who are you, where are you from, what community are you a part of?

Tell us about your #RisingYouth project

What did you do with your #RisingYouth grant? What motivated you to take action?

Tell us about the impact of your project and the persons/communities that you helped.

Who did you reach out to with your project? How did your efforts impact them?

What did the experience teach you about yourself and what skills did you acquire?

What did you learn from this experience? How did it change you?

What would you like to tell others who are thinking about doing a #RisingYouth project?



During the Interview

Take the answers you wrote with you during the interview and don't hesitate to review them if needed.

Reporters like facts and numbers. While there's no need to memorize a list of numbers, it can't hurt to **identify one or two figures**, to back up your story and sound professional.

Most people are nervous during interviews but it is really just a conversation with another individual. **Speak like if you were explaining your project to a friend**. A media relations person can help you with a mock interview, if you need it.





Don't hesitate to **rephrase the reporter's question in your own words** to make sure you understand what he or she is expecting. You can also ask the reporter to repeat or clarify a question.

Be concise in your answers to the journalist.

If the reporter needs further explanation they will follow up. Few examples are welcome but **don't get lost in too many unnecessary details.**

Know your audience and adjust accordingly.

In other words, **avoid using diminutives, abbreviations or "slang";** speak in a language your audience will understand

Nothing is really “off the record.”

It is always nice to make small talk before or after the interview, but remember that **anything you say can be used by the journalist** in the story. So just don't mention anything you would not feel comfortable hearing quoted out of context.

Most importantly, don't forget that you're in control.

Go at your own pace, the reporter will adapt, don't worry. If you feel like the interviewer is getting off-topic or moving into an area you'd rather not discuss, **simply say, “I can't answer that, but what I do know is...”** and get back to your main message.





After the Interview



Once the interview is finished, don't forget to ask when the story will be out. Timing is usually up to the editors or news directors but it is always a good idea to **ask the journalist to send you a link** once it is published.

It is not recommended in that situation to ask a reporter to preview the story prior to its release. If you still decide to do so, most of journalists will refuse unless there are some technicalities.

Before leaving, let the reporter know **how you can be contacted** if additional information or explanation is needed.

If a journalist contacts you directly, and you grant an interview, please send an email to julie@takingitglobal.com to keep the Media Department informed. It is important that all Rising Youth related media mentions are tracked.

Please don't hesitate to contact the Rising Youth Media Relations if you have any questions or concerns about interacting directly with the media.



THANK YOU!

Rising Youth Media Relation Support

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