



Spokesperson/ Case Study Interview: Tips

Before and during an interview:

- Ask the reporter what he or she is looking for you to contribute, who else has been or may also be interviewed, and if for broadcast, whether your interview will be live or taped.
- Prepare what you want to say – be sure of the details of the story you want to tell.
- Be prepared to speak in terms that the journalist and readers will understand, avoiding complicated medical language.
- Double check facts/timings/key details of your story before you do the interview.
- Think about what are the three points you really want to make – this is an important opportunity to deliver your message (you can use the key messages as the basis for this). Do not worry about sounding repetitious.
- Remember that it is fine to ask to do an interview at another time if it is not convenient – give yourself time to prepare.
- Practice out loud before you speak to the journalist.
- You are not likely to see or hear the story before it is written or aired.
- If you get a question you are not prepared for, stop to think through carefully what you want to say. It is quite all right if you do not know the answer to a question – then say so. It is okay to offer to answer any follow-up questions by phone or email.
- If you are unsure of an answer or think that the journalist is referring to information you feel is incorrect, do not hesitate to suggest the HAE International website at www.haei.org for additional information.
- It is quite all right to not answer a question if you do not want to – try not to be led into giving an answer. Ask the journalist to repeat the question if necessary.
- Remember that everything you say may be used in the interview so avoid saying anything that you do not wish to read or hear at a later date.
- Always tell the truth – and remember that sarcasm as well as disparaging comments about others and negativity in general may backfire.
- Most likely the journalist will be friendly but keep the relationship polite and professional at the same time.
- Remember that every HAE story is compelling and unique. Tell your story. Be confident – you are the expert.

After the interview:

- When the article is printed, the interview aired etc., you might want to consider sending an email to the journalist. A small word of thank you will help you and your organization to be remembered favorably the next time a media opportunity comes along.