

PREPARING FOR AN INTERVIEW

SPOKESPERSON CHEAT SHEET

▶ DETERMINE LOGISTICS

- What is the media type? - TV, Radio, Print
- Location
 - TV: Where will we film?
 - Radio: Where can I go that is quiet? Is a landline available?
 - Print: Will it be in person or over the phone? Photographer?
- Dress
 - Clothing – Collared shirt, solid colors preferred, wear a Texas Wesleyan lapel pin

▶ PREPARE A BIO STATEMENT

- Establish expertise in 2-3 sentences and think about branding/messaging goals.
 - My name is Rod Erakovich. I'm a professor of business for our undergraduate and MBA programs. My class has worked with RadioShack for a couple of years on an international management project.
 - My name is Cary Atkinson. I'm a professor in Texas Wesleyan's criminal justice program – which is one of our fastest growing majors.

▶ DEVELOP KEY MESSAGES

- Think of 3-4 questions the reporter could ask.
- Compose answers (include statistics or other supporting information).
- Include university message pillars (txwes.edu/brand).
- These are your key messages. Bridge back to these when the reporter asks questions.
- Use most important information that may not have been covered during wrap up.

▶ REMEMBER

- Say “thank you”
- The reporters are people too! It's okay to ask how their day is going or engage in friendly chatter before you begin.
- You are an ambassador for our brand. You are representing Texas Wesleyan and “Smaller. Smarter.”
- Remember that your opinion is important and valued by reporters. They have come to you because you are the best source to help explain a complicated issue to the general public. Be confident!
- Don't guess or exaggerate. If you don't know an answer, it is okay to say, “I don't have the exact number on that, but what I can tell you is...” then go back to a key message
- Be clear and concise. If you feel like you are rambling, you probably are. Okay to stop and say, “does that answer your question?”
- Never go off the record. It's always on the record.
- Correct misunderstandings.
- Don't mention competitors by name.



CONTACT US

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