



Take part in a media interview

You may be invited to participate in a media interview with either a newspaper journalist, the TV or radio. The request may be about a positive story and the interview offers you the opportunity to celebrate good news and should be a positive experience to promote your church or the Diocese.

Pre-prep

- Before your interview takes place, make sure you prepare. This could involve researching the publication or programme, the host, the audience or readership and the subject matter on which you are going to be questioned.

Key messages

- Have at least three key messages that you wish to get across during the interview.
- Try writing down three sentences (one for each message) so you're able to get them in one soundbite.
- Make sure you rehearse them, perhaps by saying them out loud or saying them to a friend.

TV interviews

- Remember the way you look and behave and the general impression you give will have as much impact - if not more - than anything you say.
- Stand comfortably with your feet firmly planted on the ground to avoid swaying or moving in and out of the TV frame.
- Fold your hands together or behind your back to keep them still, to avoid having flapping hands and excess hand gesticulation.

Top Tips

- Find out what the interviewer wants from the story by asking for a full brief
- Ask about the circumstances of the interview so you are prepared. Date and timing, Length, Will it be face-to-face? Over the phone? Via video link?
- Before you start, ask the interviewer what their first question will be. This is perfectly acceptable and will give you an opportunity to start confidently and then be in control of the interview from the start
- Don't slip into jargon. Avoid acronyms, technical words or explanations unsuitable for the general public.
- Speak simply and with passion
- Be clear
- Be brief by rationing facts and key points
- Try to illustrate your ideas with examples
- Be yourself and be sincere.

Share your story

- Whatever the subject, if you are asked to take part in an interview, let the communications department know when and where the interview will take place and the date of broadcast/publication. This will help them share your news and let others know about your feature either on social media, in eNews or on the Diocesan website.
- If you do get an article in the paper, send a copy (or a digital photograph of the article) to the communication department to share with others.
- If you have a soundbite of an interview or you are on the internet, please share the link on social media so others can see it.

If the story has a potential reputational risk to the Diocese, the communications team will work with Suffolk-based PR agency Prominent to handle the enquiry and advise you further.

Communications Department

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