

Robert Wood Johnson
Foundation®

Human Capital Portfolio

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[www.rwjf.org/files/research/
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humancapital@iqsolutions.com.

Media Interview Tips



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Have an interview scheduled?

- Learn as much as possible about the interview request. What is the story about? Why do they want to talk to you?
- Review the reporter's past articles for any common questions, angle, or tone.
- Develop your message: a one-sentence theme (the most important idea) and three brief supporting points.
- Include a call to action: What does the audience need to do?
- Keep jargon to a minimum.
- Tell a story that conveys why your research and conclusions are important.
- Think about what you might be asked and practice your answers.
- In each answer, bridge back to your theme or a supporting point.
- Mention that the research was supported by your Robert Wood Johnson Foundation program.