

Extra Tips for Successful Media Interviews

Potential Types of Q&A

When you can't discuss specifics:

"I can't talk about this specific case because (fill-in reason). Our goal is...."

When you have few or no facts about a situation:

"We take these concerns very seriously, so we're reviewing the situation. If we find a problem, we'll do our best to fix it." Or "We are committed to.....(fairness) or (ethical conduct). We'll review the situation carefully and take appropriate action."

Question such as "critics say your company is out-of-touch":

"I disagree. We're focused on....."

Hypothetical such as "what will you do if....?"

"I can't address a hypothetical situation. What I can tell you is....."

A or B question such as "What's the problem— incompetence or intentional neglect?"

"What we found is...." (go to your positive, proactive statement and don't repeat negative)

Question such as "if you are doing such a good job, then why are people saying bad things about you?"

"I can't speak for others. What I can tell you is...."

Phrases for Difficult Interviews

- My goal is....
- I am committed to....
- What I can tell you is....
- What I'm focused on is....
- In my experience....
- What's most important is....

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