

# Media Interview Basics



Keck Medicine  
of USC

BEYOND EXCEPTIONAL MEDICINE™

Media interviews position you as an expert in your field and support Keck Medicine of USC as a leading academic medical center.

## KNOW YOUR AUDIENCE:



Picture the reader, listener or viewer and say what would matter to them in a way they can easily understand. Save technical terminology for scientific publications.

## YOUR TOOLS: PREPARE THESE IN ADVANCE.



### Key Messages

Make a list of the two or three most important points you want to make.



### Stories

Use short examples and analogies to help paint the picture.

## NOTHING IS OFF THE RECORD

Act as if the microphone is live, the camera is on and every word you say from “hello” to “goodbye” is a quote for the front page. Every word or action is fair game. No matter what they tell you.



## CAUTION: IMPLIED INDORSEMENT

University policy prohibits faculty and staff from saying anything that might imply the institution's endorsement of a product or service.

- ✗ You cannot endorse or imply your endorsement of a product or for-profit company.
- ✗ Avoid using product names. Reference generic names when possible.
- ✓ When discussing clinical trials, you can provide factual data, including promising or positive data.
- ✓ You can give your personal academic opinion about how a product may impact your field or patient care, so long as you **do not endorse** the product.

## TECHNIQUES:



### Ace the Opening

This is usually an easy, general question. It's your chance to share your message points and set the direction.



### Speak in Headlines

Make your conclusion first, back it up with facts and examples.



### Bridge to Control

Steer the interview back into your territory with a phrase such as:

- The important thing is ...
- What our research shows is ...
- Here's what I know ...

... then follow with one of your key messages!



### Prep the Tough Questions

What do you hope they don't ask?

Prepare answers for those questions to be ready and relaxed.



### Be Pleasant and Professional

- Keep an interested expression
- Smile, if appropriate
- Get to the point
- Be engaged and enthusiastic



### Use Your Clinical Title

- This is what resonates with patients and consumers

Questions? Visit [news.keckmedicine.org](https://news.keckmedicine.org) to contact media relations.