MEDIA INQUIRIES

- What is the reporter's deadline?
- Am I the right person?
- Is the information available elsewhere?
- Am I the only person at the UI contacted?
- Is story positive or negative?
- Do they want opinions or facts?
- Request context, questions via email
- Alert spokesperson, others who may get calls
- Forward to media-request@uiowa.edu

PREPPING FOR THE INTERVIEW

- Pick the time and a comfortable location
- Know the reporter, publication, & audience
- Know your goal: to inform, correct, or share good news?
- Anticipate questions
- Gather 1-2 anecdotes to reinforce points
- Study talking points

PREP SOME MORE

- Help frame issue and control interview
- Convey major points - limit 2-3 per topic
- Brief, easy to remember (elevator speech)
- Practice making same point different ways
- Use affirmative, positive language
- Practice bridging statements
- Rehearse!

INTERVIEW DOs

- Be engaging, friendly, helpful
- Speak clearly, avoid jargon
- Short answers are better than long ones
- If reporter asks a leading question, bridge to key message or related point you want to make
- If reporter asks about a problem, talk about solutions
- If reporter mischaracterizes a situation or facts, correct gently. It's okay to respectfully disagree
- Ask reporter to repeat confusing questions
INTERVIEW DON'Ts

• Avoid repeating negative questions
• Avoid hypothetical questions and speculating
• Avoid saying “no comment”
• Don’t know? Don’t fake it
• Don’t speak off the record
• Be human—not humorous
• Never lie

IOWA’S PUBLIC RECORDS LAW

• By statute, public records include all “records, documents, tape or other information, stored or preserved in any medium, of or belonging to this state.”
• Records created in the conduct of university business are still public even if they are stored in your personal devices (e.g., emails, texts, photos, phone records, social media).
• To learn more please visit http://transparency.uiowa.edu/ or contact UI’s Transparency Officer ann-goff@uiowa.edu.