

Remember *the 4 B's*

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Media Interview Tips
and Techniques



U.S. Department of Transportation
Federal Motor Carrier Safety Administration



Kiss

Keep it short and simple. Stick to your message. Revisit your messages and themes throughout the interview since that's your reason for being there.

Flagging

This is a technique in which you use language and your voice to alert the audience that what you are about to say is important. For example, you might say, "This last point is particularly important..."

Bridging

Another way to keep control is to get the reporter to ask you a question by introducing it yourself. For example, "A related question to what you're saying is..." or "You might also want to ask..." or "If you are asking me..."

Hooking

This technique forces reporters and viewers to take in more information than anticipated. An example may be, "In answer to your question, the first important point is..., the second is...and the third is..."

Dos and Don'ts

- 1. Don't** wear white, plaid, or check patterns.
It's best to wear blue, black, or brown clothing. Television makes you look 10 pounds heavier, so a darker color will be more flattering.
- 2. Don't** wear glasses with reflective lens coating. Wear non-reflective glasses or contact lenses.
- 3. Don't** use "shop talk" and acronyms during interviews.
- 4. Don't** use inappropriate facial expressions for your message.
- 5. Don't** send the wrong body signals.
- 6. Don't** respond to questions with "yes" and "no" answers. Use representative phrases and elaborate.
- 7. Don't** answer a question in the negative. (Nixon: "I am not a crook.")
- 8. Don't** arrive late for your interview.

