

## Tips to Follow For When the Media Calls

- Do not feel obligated to do an interview at that moment when the reporter calls. *However, before you hang up, ask the reporter if it would be possible to have a list of the questions she or he will ask you.* You can tell the reporter you would like to call back within the next 30 minutes, hour, etc. This gives you some time to collect your thoughts and prepare three or four of the most important points you want to make.
- Call the AOA Communications at (800) 621-1773, ext. 8291 for assistance with your talking points and to let them know that you have been contacted by the media.
- If a reporter asks you a question you are not prepared to answer, you do not have to answer it. A response you can use is, “I don’t have the answer to that right now, but I’ll find out and will get back to you.” Remember if you make such a promise, you need to keep it.
- Never respond to a reporter’s question with “We have no comment.” Again, you can inform the reporter that you do not have the answer(s) at this point and will get back to her or him as soon as you have the facts.
- Never speak to a reporter “off-the-record.” You must always have the mindset that whatever you say to a reporter will be used in an article or news segment.
- Maintain an appropriate demeanor for the interview. If you are talking about the opening of a new osteopathic medical college, you should have excitement in your voice and body language. If the interview is on the serious side, that calls for more reserved behavior.