

# Good advice for the researcher when the journalist calls for an interview

## Before the interview:

### Create an overview of the story

This means that you are advised to ask what angle you are working with, in what context you will be involved, when the story is brought, and so on.

### Reviewing statements

A journalist is not obliged to send your statements for review, but they almost always want to. They are also interested in the fact that their product is ultimately of high quality and without errors.

### Interview frame

You can also request an interview framework. The media will then send an overview of the overall topics that will be asked along the way. Some want to be sent the specific questions that are asked, but most journalists will be reluctant to do so as it may provide some rehearsed answers and thus an inferior product.

### Stick to the facts

Stay on your home turf, so to speak, and let the decision-makers talk about how to solve the problems.

### Private person or researcher

You have complete freedom to speak as you wish. But it is wise to emphasise whether you speak as an SDU professional or a private person.

## During the interview:

### Be prepared and accurate

In the media, your speaking time is often limited. Therefore, be thoroughly prepared and sure of your message. This way, you do not lose the thread.

### Speak directly to the recipient

It is not always a good idea to focus on the journalist in front of you. Think about who the recipient is. You are talking to the recipients, so keep the readability index in mind.

### Be accommodating always

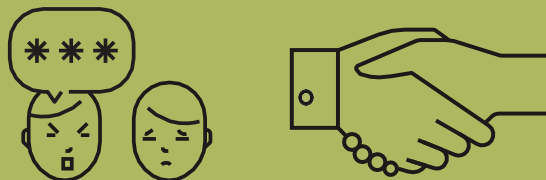
It is easy to react with irritation when you are pressured or criticised. But try to be extra careful when you are in contact with the press – otherwise you might read about it tomorrow!

### Say something

'No comment' is perhaps the oldest trick in the book, but it is no longer good enough. People will replace your silence with speculation. So prepare a short and concise answer – also to critical questions.

### Body language

If your body sends the right signals, you can inspire confidence and respect and make recipients listen. But many focus almost exclusively on the verbal communication and forget that body language is an equally important part of a good interview.



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