
INTERVIEW GUIDELINES

Talking to the media doesn't have to be intimidating. The guidelines below will help you focus on the key points, be prepared, relax and give a great interview.

There are four main things to remember:

1. Keep it Simple
2. Be Positive
3. Show your personality
4. Never Go "Off The Record"

Considerations:

- This document is designed to give you all the information you require before completing a media interview.
- Smile – the journalist will hear it in your voice, even over the phone.
- Remember you are representing the National Breast Cancer Foundation – the leading community-funded organisation in Australia raising money for research into the prevention and cure of breast cancer. Speak positively and with enthusiasm.
- If you don't feel comfortable answering a question, it's probably wrong to do so. Move the conversation to an area you feel happier with.
- If you are not sure of an answer, advise the journalist that you will get back to them.

Avoid:

- Criticising other community / fundraising organisations and events or the medical community – there are many organisations that strive to do good work in this space.
- Do not comment outside of your area of expertise – it is ok to admit you do not know all the answers.