

Crime and Justice Research Alliance

Broadcast Interview Preparation

Industry Tips & Best Practices



Target Audiences



Are there policy implications?
Who needs to know about this?

THE HILL
POLITICO



Who will benefit from your findings?
What is one thing that needs to change?



Does a misconception need to be addressed?
Is there a specific call to action?



The New York Times



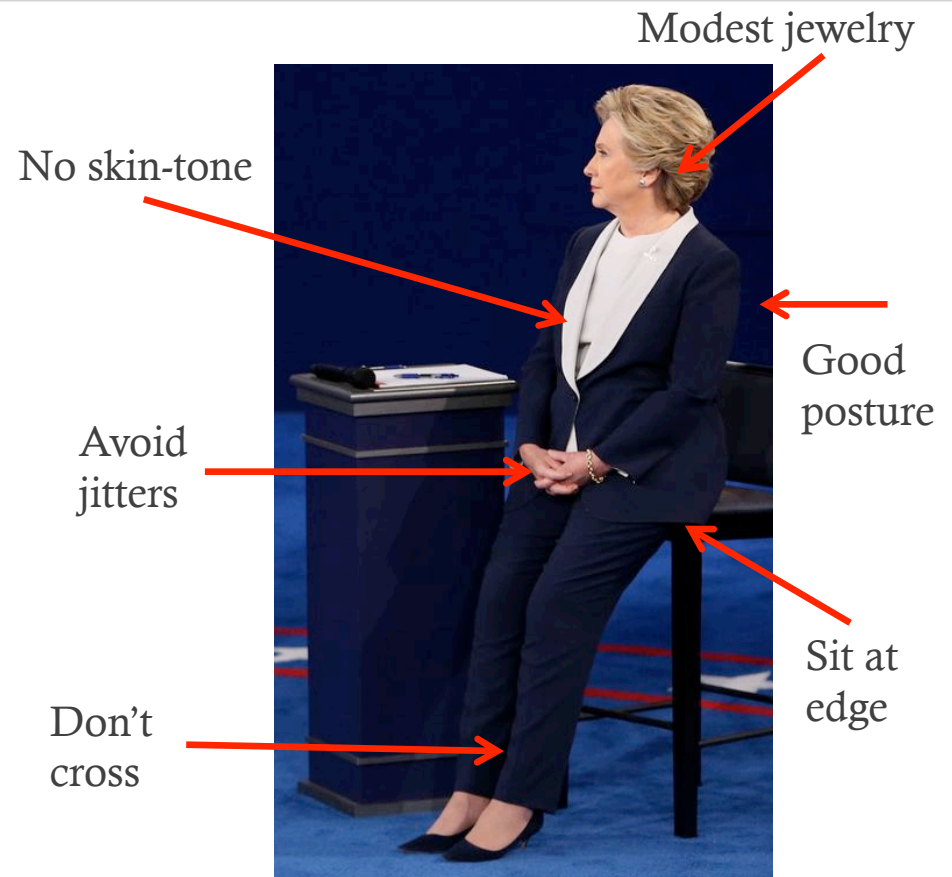
Message Development

- Introduction
 - Who you are
 - What you're doing
 - Why it's important
- Three key messages
 - Research findings
 - What is the impact?
 - Avoid jargon
 - High school readership
 - What is the desired headline?



Broadcast Interviews *(Before)*

- Confirm logistics
 - Location, POC
 - Topic and questions
 - Taped, live, recorded
 - Other panelists
- Create a cheat sheet
 - Three message points
 - Facts, figures, statistics
- Look the part



Broadcast Interviews *(During)*

- Establish credibility
- Answer questions
 - Short sentences
 - Brief examples
 - Bridge
 - Repeat affiliation
 - Avoid negatives
 - Body language
- State a call to action



Carnegie Mellon University

HeinzCollege



Bridging Techniques

- Answer the question
- Bridge to a key message
- Conclude on a positive note

"Before we move on, I would like to add..."

"There are other experts who have studied that issue more closely, but what I can tell you is..."

"That's an important question, but what I'm here to talk to you about is..."

"That's a fair point, but what's important to remember is..."

"That certainly is part of the conversation, but let me remind viewers..."

"There is more to the story, specifically..."



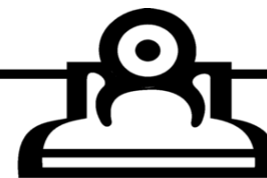
**CRIME & JUSTICE
RESEARCH ALLIANCE**

Broadcast Interviews *(After)*



DO

- ☒ Follow-up and thank
- ☒ Promote their articles
- ☒ Nurture relationships
- ☒ Be resourceful
- ☒ Correct factual errors



DON'T

- ☒ Talk about other stories
- ☒ Go off the record
- ☒ Try to fill the silence
- ☒ Request to change quotes
- ☒ Ask to see the story