Crime and Justice Research Alliance

Broadcast Interview Preparation

Industry Tips & Best Practices
Target Audiences

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

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 HILL
POLITICO

PoliceOne.com

npr

The New York Times

CRIME & JUSTICE RESEARCH ALLIANCE
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
  - No skin-tone
  - Good posture
  - Modest jewelry
  - Avoid jitters
  - Don’t cross
  - Sit at edge

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*CRIME & JUSTICE RESEARCH ALLIANCE*
Broadcast Interviews *(During)*

- Establish credibility
- Answer questions
  - Short sentences
  - Brief examples
  - Bridge
  - Repeat affiliation
  - Avoid negatives
  - Body language
- State a call to action
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 a fair point, but what’s important to remember is…”

“That’s an important question, but what I’m here to talk to you about is…”

“That certainly is part of the conversation, but let me remind viewers…”

“There is more to the story, specifically…”
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