

Media Outreach 102: Preparing for a Media Interview

Media interviews are usually quick, which means there is a short window of time to deliver information. Below you will find helpful ideas to ensure your spokesperson gets your message across when speaking with the media about the WATCHMAN FLX™ Left Atrial Appendage Closure Device.

Delivering Your Message

Take Control

- Know what you want to accomplish in the interview and take control. Don't wait for the reporter to guide you through your story. Deliver your messages early and often. Use bridges to get back to the points you want to make.

Use Flags

- Phrases such as "What's most important..." and "The key thing is..." and "There are three critical factors..." signal to the audience that you're about to say something important.

Build Bridges

- Building bridges is one of the most important interview techniques. Often a reporter will ask you a question that may not allow you to dive right into your message. Don't just answer his or her question; find a way to go beyond the answer to your message.

Turn negatives into POSITIVES

- If the reporter asks you a negative question, don't be defensive and don't repeat the negative question as part of your response. Address the negative with your perspective – and then bridge to a message. Always end on a positive note.

*Please note – NOTHING is off the record

Ways to Bridge

- **ADDRESS the Immediate Question**
(Without echoing negative language)
 - *"Not at all..."*
 - *"On the contrary..."*
 - *"I wouldn't phrase it that way..."*
 - *"That hasn't been my/our experience..."*
- **BRIDGE to a Key Message**
 - *"...but what I can tell you is..."*
 - *"...the important issue here is..."*
 - *"...the point I want to get across is..."*
 - *"...the most important thing to note is..."*
 - *"...the answer to the question I think you're asking is..."*
- **DELIVER the Key Message**
 - Bridging can also be used to provide additional information
 - *"You're absolutely right to say that, but there's another aspect to this that people may not realize..."*