Tips for Speaking With the Media

Access the accompanying webcast at sccm.org/mediatrainingwebcast.

Before the Interview

Check Your Surroundings
Minimize distractions and commotion.

Teleprompter
Keep it steady.
If prerecorded, consider using a teleprompter app.

Lighting
Light from the front, not the back.
Good lighting goes a long way.

Camera
Keep it steady.

During the Interview

Emotional Broadcasting
Know the name of the interviewer and call them by name.
Compliment (e.g., “That is a very good question”). Focus on positive emotions, such as bedside manner.

“Gotcha” Moments
Remember that you are the expert and know the most about the topic. Be in the moment and available. Be prepared, friendly, and confident.

Remain Positive
Don’t be grim. Don’t look down.

Making a Mistake
Take a moment to reset. Acknowledge the mistake and move on. Never continue while nervous.