

HCIA

Hearing Health Advocacy Forum

Mainstream Media Awareness Checklist

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Considerations before the interview

- What media are you talking to? TV, radio or print?
- Ask the reporter's name, and what he or she wants to cover.
- Don't do an "off-the-cuff" interview. Know the program style, story length and deadlines.
- Is the interview "live" or pre-recorded?

Preparation

- Prepare three key points / phrases that will make "grabs".
- Practise your messages and "grabs".
- Anticipate the questions.
- Provide visuals – good location, equipment, animation

During the interview

- Set the scene – never presume reporters know the whole story.
- Use simple language; avoid jargon. State your most important message at the start, and repeat it.
- Be open and reasonable.
- Back up statements with examples – use footage where possible.
- Never say "no comment". Offer to find out if you don't know.
- Always presume the microphone is ON.
- Make the interview interesting.
- Don't refer to documents during a TV interview. (OK for radio.)
- Avoid using journalist's name (it alienates the audience).

Make it interesting

- Give interesting statistics.
- Use analogies. Give personal examples or experiences to illustrate points.
- Describe case examples.
- Good pictures and interesting stories back up your key points.

Always remember

- Stick to the topic, even if the interviewer doesn't, otherwise you will run the risk of saying irrelevant or inappropriate things
- Give personal examples or experiences to illustrate your points.
- Get to the point. The media seldom likes preambles. They want the nitty-gritty. They like things to be black and white and get frustrated by shades of grey.

And, finally, *never* forget to give your contact details, and always work to media deadlines.

Sheryl Taylor
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About the Hearing Care Industry Association

The Hearing Care Industry Association represents Australia's hearing healthcare retailers who, between them, care for thousands of hearing-impaired Australians in more than 700 locations around the country. Its members employ more than 800 professionals in teams of clinicians and client service officers to provide excellence in hearing care.

The clinicians are industry-trained and government-accredited specialists and they work with the latest technology. Many are members of international groups which deliver hearing services to clients around the world.

As an association, HCIA aims to provide a unified voice to all stakeholders about the needs of hearing-impaired Australians and this includes government, the bureaucracy, the media, professional bodies, and the public.

The Hearing Care Industry Association

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