

# PREPARING FOR AN INTERVIEW

## SPOKESPERSON CHEAT SHEET

### ► DETERMINE LOGISTICS

- ☐ What is the media type? - TV, Radio, Print
- ☐ Location
  - TV: Where will we film?
  - Radio: Where can I go that is quiet? Is a landline available?
  - Print: Will it be in person or over the phone? Photographer?
- ☐ Dress
  - Clothing – Collared shirt, solid colors preferred, wear a Texas Wesleyan lapel pin

### ► PREPARE A BIO STATEMENT

- ☐ Establish expertise in 2-3 sentences and think about branding/messaging goals.
  - My name is Rod Erakovich. I'm a professor of business for our undergraduate and MBA programs. My class has worked with RadioShack for a couple of years on an international management project.
  - My name is Cary Atkinson. I'm a professor in Texas Wesleyan's criminal justice program – which is one of our fastest growing majors.

### ► DEVELOP KEY MESSAGES

- ☐ Think of 3-4 questions the reporter could ask.
- ☐ Compose answers (include statistics or other supporting information).
- ☐ Include university message pillars ([txwes.edu/brand](http://txwes.edu/brand)).
- ☐ These are your key messages. Bridge back to these when the reporter asks questions.
- ☐ Use most important information that may not have been covered during wrap up.

### ► REMEMBER

- ☐ Say “thank you”
- ☐ The reporters are people too! It's okay to ask how their day is going or engage in friendly chatter before you begin.
- ☐ You are an ambassador for our brand. You are representing Texas Wesleyan and “Smaller. Smarter.”
- ☐ Remember that your opinion is important and valued by reporters. They have come to you because you are the best source to help explain a complicated issue to the general public. Be confident!
- ☐ Don't guess or exaggerate. If you don't know an answer, it is okay to say, “I don't have the exact number on that, but what I can tell you is...” then go back to a key message
- ☐ Be clear and concise. If you feel like you are rambling, you probably are. Okay to stop and say, “does that answer your question?”
- ☐ Never go off the record. It's always on the record.
- ☐ Correct misunderstandings.
- ☐ Don't mention competitors by name.



Texas  
Wesleyan  
UNIVERSITY

► [TXWES.EDU/COMMUNICATIONS](http://TXWES.EDU/COMMUNICATIONS)

### CONTACT US

Office of Marketing & Communications

Nephtaly Rivera  
Director of Communications  
EJW - B36  
[rivera@txwes.edu](mailto:rivera@txwes.edu)