



NPAA Media Interview Tool Kit

Participating in a media interview is an excellent opportunity for Nurse Practitioners to communicate key messages regarding issues impacting the profession. However, effective communications during a media interview requires preparation. This document provides NPs with the information necessary to engage in media relations with confidence.

Things You Should Know

1. You and your interviewer will likely have very different goals and priorities for the interview.
2. It is essential that you clearly define your key messages prior to the interview.
3. Effective preparation will optimize the interview experience.

Preparing for an Interview:

1. If you are invited to participate in an interview, always allow yourself the time necessary to prepare.
2. Establish your key messages. Ask yourself:
 - Do they exist?
 - Will I need to develop my own?
3. Once you have identified or drafted your key messages, get help:
 - Recruit respected colleague(s) who are willing to review your key messages and provide feedback. As you review your key messages, ask yourself, “So What” or “Why is this important.”
 - Test your sound bites?
 - Practice your verbal and non-verbal communication style with your colleagues prior to the interview. Always remember to look directly into the eyes of the interviewer.
 - Practice being brief.
 - Be personable and authentic.
 - Be confident when projecting your message.

4. Practice communication techniques that will allow you to maintain control over the interview and promote **your** key messages. These techniques may include:
 - Bridge/Pivot
 - Deflecting
 - Flagging

5. Plan to look your best:
 - For women, be aware that “busy” clothing patterns and large jewelry can be distracting when exposed to studio lighting.
 - Men are advised to wear a dark suit. A tie is optional. If worn, the tie should always be conservative.

6. Arrive 15 minutes early:
 - Preparing for the interview can take time

Effective Communication Strategies:

Practicing a few simple communication strategies prior to the interview will ensure that you are able to keep the interview on track.

Bridging

The bridging technique can be used if the interview begins to move away from your key messages. In this situation, simply remember ABC.

Answer – Bridge – Continue

For example, when discussing the implementation of Nurse Practitioners across Alberta, the interviewer may ask, what are the barriers to implementing NP practice in Alberta?

If this question is not one of your key messages, you may choose to respond with a “Bridge.” stating that while some barriers exist, the bigger story here is that NP are currently improving access to essential health care services for Albertans. However, NPs currently lack a funding model that will allow them to address the health care needs of all Albertans.



Deflecting

While you may be an expert in the subject matter that you are discussing, there may be times when you do not have the answer to the question being posed. In this situation the following responses may be appropriate:

- I am not the right person to answer that question.
- This is not my area of expertise and I would not want to speculate.
- This is not my area of expertise but I would be happy to provide you with the information at a later date.

Flagging

Flagging provides an opportunity for you to draw attention to one of your key messages. Statements that allow you to flag a comment and tactfully control the conversation include:

- I would like to emphasize a comment made earlier
 - If there is just one thing that I would like your audience to know, it is that....
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