



NATURAL GAS REGULATORY ISSUES - MEDIA TIPS

MEDIA TIPS: HOW TO TALK TO A REPORTER

If a reporter wants to ask you a few questions. This is a great opportunity to promote your business and the industry! Here are some tips that will help.

Pre-Interview the Reporter - Ask by email.

- ❖ Is this a story about your business, or business in general?
- ❖ Is it a lifestyle report about a new trend or an environmental reporter concerned about your products? You don't want any surprises.
- ❖ Where will it appear? Online only? Print? Is this on camera or on radio? It's vital to be prepared.
- ❖ Question format:
Can you answer them in writing (for print) or see them in advance of a radio or on camera opportunity?
- ❖ Deadlines:
Understand the timeline – you may have more time to prepare.
- ❖ Other sources:
Be prepared to offer additional sources such as customers, other stores, even HPBA if the topic needs it.
Ask who else will be interviewed.
- ❖ Confirm when and where the article/interview will appear and ask for a copy. Positive coverage is a great marketing tool and can be shared over your social media or in the store.



Prepare.

- ❖ Create your talking points:
What are the three main points you want to make? Write them down so you can reference
- ❖ Research any other topics that might come up. Include other sources so that you can refer if a topic comes up that you don't wish to discuss.
- ❖ Make yourself comfortable:
Find a space with limited interruptions.
Get a notepad and pen ready.
- ❖ Practice:
Practice answering the questions, ideally with someone asking them and providing feedback

The Interview.

- ❖ Use the questions as a way to emphasize your talking points.
- ❖ Don't be afraid to say you don't know something or you want to find the answer and get back at a later time.
- ❖ Remember that you are "on the record," no matter what the reporter says.
- ❖ Don't be afraid of silence. Answer the question, make your point, and wait for the reporter to ask the next question. Reporters may use silence as a way to get you to say more than you mean to.
- ❖ If the reporter asks a question you don't want to answer, circle back to your talking points.