



## **Notes for effective news media interviews:**

Commentators are rarely used.  
Leaders are asked back again and again!

### **Commentators:**

- Offer Facts/figures
- Provide Informed Analysis
- Give Explanations
- Respond to Questions Posed
- Calm/Even Tempered
- Careful not to offend
- Patiently wait for their turn

### **Leaders:**

- Have Something to Say
- Demonstrate Passion
- Have Conviction
- Are Opinionated
- Inspire
- Are Persuasive
- Emote
- Have Strong volume
- Lead the discussion