



HELPFUL TIPS WHEN DEALING WITH THE MEDIA

So you have an interview – here are a few simple things to remember:

1. Call and verify your interview time and date – and where you are supposed to go, etc.
2. Ask if they can provide you a list of questions ahead of time. Sometimes they only have those just prior to the interview, but you can ask what their line of questioning will be so that you have a better idea of what to expect and how to prepare.
3. Arrive a few minutes early.
4. Turn off cell phones.
5. Don't eat candy or chew gum.
6. Think about the one question you don't want to answer ahead of time – whatever that may be – and figure out your answer and be prepared to answer that question.
7. If you're going to be on TV, be sure and look at the person who is interviewing you – and NOT the cameras or other distractions in the room.
8. If you are alone in a room at the TV station - or on site, for example – at the beach, and you only have a camera to look into – then look directly into the camera as if it was a person.
9. Be sure to promote your site, but also mention all the sites in your market area whatever the number may be. You can also ask them to post the sites on the screen as they have been provided a copy of them already.
10. When asked for additional information on how to sign up, or more information on the program, etc. – refer them to the GLO's Web site – www.texasadoptabeach.org and provide the 1-877-TXCOAST phone number.
11. Smile and be yourself – have fun!