

Guidelines, Tips, & Reminders for Media Interviews

- Keep your responses non-partisan and focused on women in construction and the construction industry.
- Keep in mind that you're representing NAWIC. Present yourself in a professional manner, including appearance, preparedness, demeanor, etc.
- If NAWIC branded items are worn, please make sure they have the most current NAWIC logo; nothing with the old logo is to be worn. Business casual attire is okay.
- Be as prepared as possible. Feel free to ask the media personnel to send over a list of questions beforehand so you can make sure you are well informed and have the information needed available. If they do not/will not send over questions, ask what the story is about and prepare to the best of your ability with the information they have given you.
- Bring statistics for the story. NAWIC National has a list of resources on women in construction along with sources. If National does not have that information on hand, we are more than happy to help you find the information you need. It is okay to print out the resources or email them to the reporter. This can make their job easier since they can focus on the more anecdotal portion of the story.
- Nothing is every truly off the record in an interview. Try not to say anything that you do not want to include in the story or that does not represent where NAWIC stands. It is okay to say, "I am not prepared (and/or not comfortable) in answering that question on behalf of NAWIC, but you can contact the National office for an answer."
- Stick with the same main point of the story, have three to four subpoints, and come up with several ways to express them; this will help keep the messaging on track.
- Try not to use technical/industry jargon. The reporter wants to tell a story to the general public who, assumingly, does not have prior knowledge of NAWIC or the construction industry. Use lay terminology as much as possible.
- Using part of the asked question in the reply will ensure a full contexted and comprehensible quote.
- If this will be a written article, ask for the opportunity to read it before going to print.
- **Be yourself and enjoy the process!**