WHY DO AN INTERVIEW?
1. Share important research
2. Lend expertise
3. Advance the university's reputation
4. Participate in U-M's public mission
5. Enhance your reputation

PREPARING FOR AN INTERVIEW
1. Respond quickly to media request; ask what the story is about
2. Google the reporter and topic
3. Think about the big picture/relevance
4. Create bullet points for your messaging
5. Know the deadlines, respond to media either way (suggest colleague or news office if more appropriate)

TIPS
1. Simplify your answers
2. Give examples to illustrate your points
3. It's OK to say if you don't have an answer; explain if you don't have an answer, offer to supply it later if possible or suggest sources for further information (some journalists will ask very basic questions because either they don't know the answers or they are looking to you to help them simplify it for their audiences)
4. Give examples and references
5. Use short sentences

DOs
1. Wait for the questions; reporters will use silence to get you to ramble on, wait for their questions (no need to fill the silence)
2. Ask the reporter to clarify a confusing question
3. Be friendly and open; you have no right to expect them to run a story by you, but you can offer to review any complex material for accuracy
4. Be humble; they are showing an interest in your work

DON'Ts
1. Don't use a lot of acronyms and jargon
2. Don't say things "off the record"
3. Don't ask to read the story before it is published
4. Don't be combative
5. You are speaking about your research and expertise, not on behalf of the university's administration.
6. If the question goes down a path that makes you uncomfortable, don't say "no comment" but say that you prefer not to answer it (if it takes a rare crazy turn/ambushed, consult with Michigan News who will decide if Public Affairs should get involved)

BROADCAST INTERVIEW
1. Wear simple solids, avoid active shirts; if you are in the Michigan News Studio, do not wear green; we have a green screen.
2. Be aware of your posture; try not to rock or swivel in your chair; what to do with hands, body movements and facial expressions.
3. Ignore the camera and other equipment
4. Be conversational, but concise...think short sound-bites
5. Come early; build rapport with reporter
6. Be mindful that the session is short
7. Be patient; the live interview time may be flexible
**HOW TO EXPAND YOUR MEDIA OPPORTUNITIES**

1. Establish relationships with reporters
2. Agree to be an expert; find ways to insert your expertise into the news of the day, top issues the nation faces, international topics, etc.
3. Follow reporters on social media
4. Be a part of social media
5. Strategize with Michigan News early in the process
6. Read the news regularly, not just your area of expertise
7. When traveling for conferences, build in media time

**MICHIGAN NEWS IS HERE TO HELP YOU!**

1. Know your unit and Michigan News communicators
2. Reach out early to strategize; don’t wait until the last minute or when something is already published to let us know about your work; share your drafts (we respect publication embargoes in communications planning)
3. Think global; we have an international team
4. Think visual: determine what multimedia or graphics you can share or we can create; we use videos, photos, graphics, special layouts for stories; the items also help with social media promotion.

**OTHER DEPARTMENTS**

1. Branding Office
   - Contact: 734-764-1855 or michigan.branding@umich.edu
2. Film Office
   - Contact: 734-763-5800 or leed Doyle@umich.edu
3. Freedom of Information Office (FOIA)
   - Contact: 734-763-5082 or foia-email@umich.edu
4. Michigan Creative
   - Contact: 734-764-9270 or michigan.creative@umich.edu
5. Michigan Media
   - Contact: 734-615-8000 or michigan.media@umich.edu
6. Michigan Photography
   - Contact: 734-764-9217 or umphotography@umich.edu
7. Michigan Radio
   - Contact: 734-764-9210 or michigan.radio@umich.edu
8. Presidential Communication
   - Contact: 734-763-5800 or jkepley@umich.edu
9. Public Affairs and Internal Communication
   - Contact: (Public Affairs) 734-936-5190 or public.affairs@umich.edu
   - Contact: (The University Record) 734-764-0105 or urecord@umich.edu
10. Social Media
    - Contact: 734-764-9270 or umsocial@umich.edu
11. Michigan Today
    - Contact: 734-647-5717 or mtoday@umich.edu
12. Michigan News
    - Contact: 734-764-7260 or michigannews@umich.edu

The Michigan News liaison for Kinesiology is Laura Bailey (734-647-1848 or baileylm@umich.edu)