

Quick Guide

- when the journalist calls

1. Before the interview

Who are you talking to?

- Note name, media, telephone number, and, (if relevant) email address.

Are you the right person to make a statement?

- Make sure that you are the right person to give the interview. If not, please refer to a colleague.

What is the journalist's angle for the interview?

- Is there is a specific occasion for the article?
- Is it a big feature article, or a news item?
- Who else will the journalist be interviewing?
- What is the journalist's deadline?

Prepare yourself

- You need not to answer right away, but may ask to get back later, for example within half an hour.
- Think about what you want to say. You may discuss this with a colleague, your manager or the person responsible for communication at your department.
- It may be a good idea to formulate two to three main points that you would like to make.

Ask to approve your own quotes

- Before the interview starts, agree to approve your own quotes.

2. During the interview

Make it clear

why you are giving the interview

- Where do you have your knowledge from? Are you representing yourself, the department, DTU or others?

Be brief and to the point

- Stick to the point, and be brief and clear.
- Formulate, for example, a few key points, which you would like to stress.
- Speak as you would to friends or relatives. Only use technical terms if they cannot be replaced by commonly known words, and explain them if necessary.
- Make it clear that you are making a statement based on your knowledge within a field, and that any assessments and opinions you are voicing are based on this knowledge.
- Repeat your main messages to be sure that the journalist understands the matter.

3. After the interview

Follow up on your agreement about approving quotes

- Agree on when and how you will get the quotes for approval. Will they be sent to you by email or read aloud over the phone?
- Offer to review the article for any factual errors and misquotes, but do not expect to be able to change the journalist's angle. Reply as soon as possible—journalists are often on a tight deadline.
- Fill in any press contact form and send it to the relevant parties.

4. Help

If you need help

- Contact the person responsible for communication at your department or the communication staff at Office for Research and Relations.