



The art of the interview in 2023 - by Harry Zlokower

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There was a time when one-on-one press interviews were often in-person meetings over lunch, cocktails or coffee, or by telephone. Now, much is done in writing via e-mail or social media. That is not to say “in-person” does not happen, but with reporters working worldwide, often as free-lancers and independent contractors for digital media, the quality of your written interview can determine whether or not your “wisdom” will rise to the top of the list.

We are talking mostly about print and digital, rather than broadcast, podcast or video, but even here the first step is often written words, journalists do not talk via phone as much.

So, if you are intent on nailing your quotes or mention on a trend, development, or deal, focus on topic because as prominent as you may be, there are other qualified respondents for the same interview.

Here are tips:

1. Address questions specifically. Don't write around or use up space for promotion.
2. You can provide additional helpful information. Just make sure you answer the original questions to the point and that your added material relates to the question at hand.
3. Make certain the reporter can reach you easily with any questions or elaboration. Provide your name, and/or the name of your representative, title, company, phone number and e-mail address and when you are available, particularly if it's 24/7.
4. Provide a short paragraph describing your qualifications and experience and that of your company. Hyperlink you or your company and/or provide website or LinkedIn profile.
5. Use whatever contact information you have on reporter to follow up if necessary. Reporters are busier than ever these days, but some will get back, and will even express appreciation.
6. Don't be discouraged if your written responses receive no response. Try, try again. Learn by doing.

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