



The future of optical networking
and communications is here.

Interview tips:

- Know your audience. When you do a media interview, remember that media and analysts are the channel to your target audiences: customers, suppliers, government agencies, the public, financial analysts, employees, investors, etc.
- Develop key messages. Prior to any interview it is important to develop your key message points. Message points should be clear, concise and address the topic about which the reporter is interviewing you.
- Use your own words. In order to ensure you are perceived as credible, you must believe your own message points. Therefore, craft messages using your own words. Don't churn out corporate speak.
- Be reliable and responsive. Meet the needs of the media by being open and accessible to them. Respect their deadlines and remember to supply promised information in a timely fashion.
- Be honest and open. Tell the truth and tell it in a manner that people can relate to. If a mistake was made, admit it. Trust and credibility are impossible to regain with a reporter and the public once they are lost.
- Do not speculate. Never minimize or exaggerate the facts. Disclose information as soon as possible.
- Be informative and accurate. Don't be afraid to correct inaccuracies and don't fall for the absent-party ploy (Mr. X said you feel this way about the issue – can you comment on that?). Also, don't repeat the negative from a reporter's question in your response (If asked, "Don't you think Mr. X is wrong?" don't repeat the negative, but respond with, "My opinion is . . . or I think that . . .," linking back to your own messages).
- Block and Bridge. Don't feel obligated to answer every question specifically. Address issues as you choose. Avoid an unwelcome question (block) and take the discussion to something you wish to talk about (bridge), such as your key messages. Use connecting bridge phrases such as:
 - "The key point here is..."
 - "It's our policy not to discuss XX, but what I can tell you is..."
 - "That speaks to a bigger issue which is..."
 - "That's an interesting question; let me tell you about..."
- Avoid jargon. Do not use industry shorthand or acronyms. Use simple, spoken language.
- Avoid "No comment." This expression can give the impression of a cover-up. If you choose to decline to answer a specific question, briefly explain the reason why to the reporter and refer back to your key messages. Never let a reporter put words in your mouth.
- Nothing is ever off-the-record. If you don't want to see it in print or hear it on the air, don't say it. You are always on the record, so be careful what you say.
- Remember it's your show. Every interview, regardless of the situation, is an opportunity to communicate your messages to a large number of people. Before speaking to a reporter, decide the three key messages you would like to communicate to the reporter (write them down), and make sure you do no matter what.