

MAILING ADDRESS
P.O. Box 727
Bandera, Texas 78003

WEB ADDRESS
www.banderaisd.net



Brad Domitrovich
Communications/Public Relations

VOICE
(830) 796-6204

E-MAIL
bdomitrovich@banderaisd.net

BANDERA INDEPENDENT SCHOOL DISTRICT COMMUNICATIONS

Preparing for an Interview

1. Know the facts. *There is no such thing as a pleasant surprise from the media.*
2. Anticipate questions. *Try to anticipate questions the reporter may ask you and determine the best response to each question you envision.*
3. Set the ground rules. *Help reporters with background information. You don't have to answer every question.*
4. Rehearse your message. *Know what you want to say and how you are going to say it.*
5. Anticipate contrary points of view. *There are two sides to every story. By anticipating other viewpoints, you can help develop your message and avoid traps.*
6. Avoid personal opinions. *You represent the district and the school. Do not offer personal opinions.*

Tips for Responding to the Media

- Communicate first with your heart. *People don't care how much you know until they know how much you care.*
- Image. *Image is how you want your organization to be perceived. Perception is reality.*
- Your first words. *The first words out of your mouth create an image. Your facial expression, your tone of voice – that is your image and you can't change it.*
- Your goal. *Your main goal is to have the media walking away liking you and liking your organization.*

- Listen with your face. *Even if a reporter asks a vicious question, if your face is pleasant – they look bad, you don't.*
- It's all about the kids. *Talk through the media to kids. Keep students as your number one focus.*
- Simplicity. *Simplify your language, keep your message simple.*

Simple Guidelines to Remember

1. Keep the energy up, up, up!
2. Be genuine.
3. Remember your audience.
4. Remember your message.
5. Remember to create a sound bit (or quote).
6. Always restate your message.
7. Return to a previous question if you need to.