



Interview Success Tips

Appeal to the public by straying away from language that might be recognizable only to pilots and those involved in the model aviation industry. For example “model flying” opposed to “model aeronautics” is easier for the general public to comprehend when not used to more technical terms.

Know what you want to share with the reporter ahead of time. Choose 4-5 key points to make sure the media understands. We recommend:

- Club name and location
- Event name-National Model Aviation Day
- Day, time, and any costs
- Mention the Wounded Warrior fundraiser
- Contact information

Always keep your answers short. You want to be able to answer as many questions as possible, so the shorter the better.

Think about what you want to say before you speak. Have another club member come up with sample questions and practice answering them. This will help you to anticipate the questions they might ask.

Bring any facts or figures the reporter might ask for ahead of time. This could include number of club members, number of events your club holds each year, and other pieces of information that might be interesting to the general public interested in learning more about your club and model flying.

Always speak in complete thoughts. The reporter's question may be edited out and your response should stand on its own. This is especially important for television interviews. Never say anything that you don't want the reporter to use.

Keep eye contact with the reporter.

Always feel free to ask for clarification on questions rather than answering without fully understanding the question. If you do not have the answer, let them know that you will get back with them, or ask them to further clarify.

When asked a question, state the most important information first, and then elaborate.

Use subjects opposed to "it" or "they" to make sure that you are promoting the event, your club, and the cause as much as possible.

Provide the reporter with a sheet of facts and information about the event that they can use. This will allow them more time to ask you specific questions. This could include your personalized flyer (part of the club resources information)

Be confident. You know a lot about the hobby and the public will respond positively to your dedication and passion