

Interview Do's

- Asked about a problem? Talk about a solution. For examples, see the Q&A document in the Introduction section.
- Answer the question you wish they had asked. “Bridge” to a related point you want to make. For example:
Q: Why are so many people going hungry?
A: It’s a complicated issue, but the important thing is that people can get the nutrition support they need through SNAP benefits.
- Speak in headlines. Speak in short, succinct statements that will make good quotes. Offer a conclusion first, briefly and directly, and back it with facts or proof points. For example:
“SNAP has made big changes recently that make it easier to find out about the program. You can call 1-800-221-5689 to learn more about benefits and how to apply.”
- Speak clearly. Avoid jargon and bureaucratese.
- Be engaging, likable.
- Even if a reporter uses a negative statement or slurs, frame your reply as a positive statement.

Interview Don'ts

- Do not fake your expertise. If you do not have the answer to a question, assure the reporter you will find and provide the needed facts in a timely manner (please provide an approximate time to expect the call), or offer to assist the reporter in finding another source.
- Do not overlap the interviewer’s question; begin your answer when the reporter is finished.
- Do not be provoked. Keep cool.
- Do not lie to a reporter. If you are uncomfortable responding to a particular question, simply say that you have “no comment.” However, if you can, refer them to another appropriate source for the information or let them know you will find out for them.
- Do not over-answer. Short answers are better than long.
- Do not let false charges, facts, or figures offered by a reporter stand uncorrected, for example:
Q: Why would someone go to the trouble of applying for SNAP if the benefits are only \$10 a month?
A: On average, monthly benefits vary from \$86 per person to almost \$200 per household. This additional support will help low-income households purchase nutritious foods necessary for a healthy diet.
- Do not fall victim to hypothetical situations and “A or B” dilemmas.