 INTERVIEW TACTICS

## 1. Let’s be friends…

REPORTER: “Boy, this stuff can sure get complicated. I really sympathize with the pressure you’re under. There must be days when you just run out of options.”

SUBJECT: “Oh yeah, it’s really nuts. Some days I don’t think anybody knows what’s going on around here.”

## Better:

REPORTER: “Boy, this stuff sure can get complicated. I can really sympathize with the pressure you’re under. There must be some days when you just run out of options.”

SUBJECT: “Everyone is working hard on this project, and we ARE seeing benefits, such as…”

## 2. Double negatives

REPORTER: “Is this a problem with bad policy in the first place, or is it just bad planning by a new staff?”

SUBJECT: “Well our planning was fine! There’s nothing wrong with the staff! I guess the policy just could never work…”

## Better:

REPORTER: “Is this a problem with bad policy in the first place, or is it just bad planning by a new staff?”

SUBJECT: “Well, the REAL issue is overall results. The FACTS show that company-wide, this program has a STRONG success rate. And here’s why ….”

## 3. Another example:

REPORTER: “What if the government shutdown continues for another few months? How will you continue providing benefits?”

SUBJECT: “I don’t know how we could survive that! We don’t really think that will happen.”

## Better to handle it this way:

REPORTER: “What if the government shutdown continues for another few months? How will you continue providing benefits?”

SUBJECT: Of course we continue to be concerned about the shut-down and the potential impact on the thousands of families in our city who receive federal housing assistance. Residents living in HUD-subsidized properties are some our city’s most vulnerable people. Obviously we hope the shutdown will end soon and Congress will pass spending bills that ensure that our most vulnerable citizens have a secure place to live.

## 3. “Blue sky” hypothetical questions

REPORTER: “If you could be chairman of Hewlett Packard for one day, what two changes would you make?”

SUBJECT: “I guess I’d hire more technical staff and maybe put more money into research…”

REPORTER: “So you don’t think HP has adequate technical staff or enough funding for research…”

## Better to answer this way:

REPORTER: “If you could be chairman of Hewlett Packard for one day, what two changes would you make?”

SUBJECT: “I can’t speak for Hewlett Packard. We enjoy an excellent relationship with them and work together to find ways to improve the product for our end users. Its’ another example of our technology and teamwork.”