



## AAPEUK | ASSOCIATION OF ADVANCED PRACTICE EDUCATORS

12-18<sup>TH</sup>  
NOVEMBER  
2017  
•  
ADVANCED  
PRACTICE WEEK

### Things to remember

- Interviewers and interviewees have different goals so clarify at the start.
- Interviewers want to tell a compelling and complete story.
- Interviewees need to take advantage of the audience to share their story and further the work of Advanced Practitioners.

### Interview DO's

- Be confident, friendly and helpful – be yourself
- Share your commitment to educating professionals, patients and the public
- Keep focused and control the information sharing
- Have a sound bit – a talking point (ie. AP's are highly educated professionals who diagnose, treat and prescribe)
- Prepare your story
- If an incorrect statement is made, refute it and correct the interviewer with factual information
- Confirm and clarify information
- Stay in control of the interview and steer back to "the main thing your audience needs to know is..."

### Interview DON'T's

- Use jargon
- Be intimidated
- Speak "off the record"
- Answer with a guess or speculate



## AP Week Media Interview Guide

**#AdvPracWeek17**

**Ensure you know the reporter's goals – and accomplish yours. You are the expert on the topic!**