

## Media and broadcast: Tips for achieving your interview objectives

Community Pharmacy England's upcoming media activity publicising the results of the Pharmacy Pressures Survey 2024 will likely lead to increased coverage of the everyday issues facing community pharmacies. As a result, there are more local, regional and national media opportunities for LPC representatives and pharmacy owners to help amplify the sector voice.

As part of a wider programme of media training for LPC representatives, CPE has worked with communications consultancy Luther Pendragon to develop a series of top tips for taking part in media interviews and becoming a spokesperson for the sector.

### What makes a good spokesperson?

You know your subject. You speak with the general public every day and are best placed to understand the impact that issues like medicine supply have on patients.

A good spokesperson in the eyes of the public and the media is someone who:

- Explains things clearly
- Is easily understood
- Is considered trustworthy
- Has the ability to make people listen.

### Preparation

Preparation is essential to ensuring you achieve your objectives from an interview. Some questions to think about to help you prepare for an interview include:

- What do you want to achieve?
- What audience are you trying to connect with?
- What are your most important messages?
- Try to source examples / statistics – which case studies could you use?
- Think about any negatives that may be brought up – and what you would say to them.
- What else is in the news agenda?

### Interview technique

- Identify and prepare your key messages in advance and keep your answers focused on these. Note: It is ok to ask the interviewer for their first question and what topics they want to pick up on before the interview.
- Use the questions asked by the interviewer and use bridging phrases to emphasise your priorities and help you stay in control of the interview – e.g. "What I really want to make clear is..." and "Let me put this into context..."
- Use relevant case studies and examples to support your points.
- Don't feel rushed – a brief pause to think before answering will feel longer in your head than it appears to others, so don't worry about doing so.
- Only answer what you know – if you think you are asked a question that you feel isn't really for you to address, then simply say so. For example, make sure the interviewer is clear that you are not going to speak for the whole sector, but they can get in touch with Community Pharmacy England for a wider perspective
- Be confident. You know your subject.