



Interview Tips

- Designate someone to be the public representative of the market.
- Be prepared. Know the facts. Develop a few key messages and deliver them. If possible, talk to the reporter beforehand to get an idea of the subject, direction, and slant of the interview.
- Be concise. Give simple answers (10-20 seconds) and when you're done, be quiet. If you botch the answer, simply start again.
- Be honest, personable, professional, presentable (remove sunglasses and hats).
- Look at the reporter, not the camera.
- Never talk "off the record," exaggerate, or try to be cute or funny.
- Don't guess or speculate or say "no comment." Either explain why you can't answer the question or offer to track the answer down.
- Don't disagree with the reporter. Instead, tactfully and immediately clarify and correct the information.
- Don't speak for other farmers markets, vendors or your market sponsors.
- Don't use jargon or acronyms.