

Prepare Your C-Suite for Media Interviews – Key Takeaways

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PR Media Relations Conference, Dec. 8, 2016 at The National Press Club in Washington, D.C.

When to Engage Your C-Suite for Interviews:

- Organizational point of view
- Major issue/announcement
- Pro-active vs. reactive

Have a Short and Long-Term Strategy:

- Assess C-Suite's strengths/weaknesses (experience, comfort level, subject matter expert, etc.) and put together a plan based on that
- Agree on key messages and talking points and practice, practice, practice
- Identify 3 key messages for any interview
- Identify purpose of interview: What does your spokesperson/company want to get out of the interview?