



## Tips on how to handle media interviews

With all the media interest in the mortgage broking industry and how consumers and brokers may be affected by the Royal Commission’s recommendations, this document aims to provide an overview of tips when speaking to the media.

**Important note:** If you have an interview request and prefer Connective to speak on your behalf, please reach out to Lorrie Storey – Communications Manager at [lorrie@connective.com.au](mailto:lorrie@connective.com.au).

### Tips for dealing with the media

1. **Allow yourself time to prepare**
  - You don’t need to have the answer on the spot
2. **Have a goal for the interview**
  - What are the three key points you’d like to deliver?
3. **Keep it simple and back it up with examples**
  - Be concise, conversational, catchy
  - Have facts, figures and examples to support your main points
  - Frame your points in a way that is relevant to the audience (i.e. reader of the article)
  - Speak in easy to understand language – avoid jargon
  - There is no such thing as ‘off-the-record’... and an interview is still going even if the tape recorder stops, or they stop making notes.
  - Don’t mention anything that you can’t risk becoming public knowledge
  - Be across your key messages (refer to key messages section below)
  - Journalists love facts and data – use them to support your points or to counter a differing view
  - Never lie!

### Tips for dealing with different types of media

Media type	Tips
Print media (newspapers, magazines)	<ul style="list-style-type: none"> <li>○ This will usually be a face-to-face or a phone interview</li> <li>○ Most journalists will record their interviews – be prepared for exact phrases to be transcribed as quotes</li> <li>○ If the interview happens over the phone, it might be helpful to jot down a few notes before you begin – but don’t read out your responses as it may sound rehearsed.</li> </ul>
Radio	<ul style="list-style-type: none"> <li>○ Listeners can only hear your voice so make sure you’re not speaking in a monotone – smile during the interview so you sound more animated</li> <li>○ If you’re calling in from a phone, make sure you’re in a quiet room and there isn’t any background noise</li> <li>○ Think about delivering your messages in short sound-bites</li> <li>○ Interviews on radio add colour and context to a news story – what can you add as an expert on the story?</li> </ul>
TV	<ul style="list-style-type: none"> <li>○ We do not recommend participating in TV interviews unless you have been media trained.</li> </ul>

## Key messages

Depending on your audience and the nature of the interview, your key messages will vary. It is important to work out what ‘story’ the journalist is interested in before agreeing to any interview.

Below is an example of the key messages a broker might provide to a newspaper journalist (e.g., *Sydney Morning Herald*) for an interview on the impact the recommended changes will have on brokers/consumers.

<b>Overarching message for readers:</b>	The recommended changes from the Royal Commission will directly impact competition in the home lending market and choice for customers
<b>Key Message #1:</b>	Mortgage brokers provide consumers with greater access to lenders beyond the big banks, including small and regional lenders without retail outlets.
<b>Why is Key Message #1 important:</b>	Changes to the remuneration model will directly affect more than 27,000 brokers in the industry and remove access to choice for consumers when they look for home loan products.
<b>Proof points (i.e., how do you support your key messages with evidence?):</b>	<ul style="list-style-type: none"><li>• Broker-driven competition has contributed to a fall in net interest margins of more than three percentage points over the last 30 years. This is equivalent to savings of more than \$300,000 on a \$500,000 thirty-year loan (Source: Deloitte Access Economics, <a href="#">The Value of Mortgage Broking</a>, July 2018).</li><li>• On average, mortgage brokers have access to more than 34 lenders (Source: Deloitte Access Economics, <a href="#">The Value of Mortgage Broking</a>, July 2018).</li></ul>

Note: Interviewees should have 2-3 key messages to share with a journalist, with corresponding proof points.

## Bridging Techniques

Bridging techniques are a way to take charge of an interview, drawing the journalist’s attention back to your key messages. These can be used to re-focus or re-direct the interview and can be used in response to tough questions.

Below are a few examples of how to bridge your responses so you bring it back to your key messages:

- “While... is important, it is also important to remember...”
- “I think it would be more correct to say...”
- “Before we leave this subject, I need to add...”
- “However, the real issue here is...”
- “If we take a broader perspective...”

## Additional Resources

Visit our [website](#) to find additional resources including fact sheets and industry research.