Tips for Press Interviews

*All press inquiries should be vetted by the Communications Team. Please reach out to your immediate supervisor, as well as Katie Connelly (**kconnelly@bankstreet.edu**) and Shara Benison (**sbenison@bankstreet.edu**) from the Communications Team regarding all incoming press requests.*

When speaking to the press:

- Assume all information you share will be used by the reporter word for word
- If you do not want to be quoted or are providing information that you do not want attributed to you, tell the reporter what you are about to say is "on background." This means the reporter cannot attribute the information to you in the story
- As a representative of Bank Street, try not to speak negatively of other institutions or organizations
- Use language that frames the issue with an opportunity mindset
- If the reporter asks you a question you don't want to answer or are unsure about, you have the power to:
    - Avoid the question by steering the conversation back to a different point, another piece of information, or any insight/s that you want to share
    - Directly tell the reporter you can't speak to that point
    - Directly tell the reporter that you don't know that information but can look into it and get back to them later
- If relevant/possible, consider sharing facts or data around the topic that can help give some context to the journalist and reader. Sometimes these types of facts can help to shape the story
- If possible, please ask the reporter if you can fact check the story/your quotes or soundbites before it runs