



**INTERACTION WITH MEDIA,
INTERVIEW TECHNIQUES AND GROUP
INTERVIEW**

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UNDERSTANDING INTERACTION WITH THE MEDIA

Interaction with the mass media either as an individual or a group involves but not limited to :

- ❖ Passing on a message of public interest
- ❖ Correcting a perception about a subject matter
- ❖ Expressing individual or group opinion on a particular subject matter
- ❖ Pre and Post Publicity about an event/subject matter

INTRODUCTION TO INTERVIEWS

WHAT ARE THE FEATURES?

- A. Question and answer to extract information
- B. A press conference
- C. May feature one interviewer or more all seeking information
- D. A written request with questions requiring answers in writing
- E. A dialogue with exchange or different points of view, clarification, provision of facts and figures
- F. Public education
- G. Exposé (Investigative)

WHO SHOULD BE INTERVIEWED

- Must be knowledgeable about the subject matter
- Must be articulate
- Must have a good voice projection
- Must have self confidence
- Must be calm and level headed
- Must be a able to think fast
- Must have credibility
- Must be believable

GETTING READY FOR AN INTERACTION WITH THE MEDIA

- May be Live or Recorded
- Be prepared
- Know the focus
- Arm yourself with facts, figures, relevant data etc. Anticipate questions that may arise
- Keep an open mind

IN THE COURSE OF AN INTERVIEW OR PRESS CONFERENCE

- Keep an approachable countenance. Appearance does matter (listen to the question)
- Respond to issues as much as possible
- Keep your cool. Be calm even in the face of ANTAGONISTIC QUESTIONS
- Do not engage in a war of words. Provide answers to the best of your knowledge and where facts are not immediately available say so
- Do not ignore any question. Every question can have a response. Be creative.
- Avoid straying off the topic
- Do not attempt explaining any issue beyond the information you have
- Clarity is important to avoid being misquoted
- Do not interrupt the Interviewer
- Do not attempt to take over the interview

PRESS CONFERENCE

- Choose appropriate location and time
- Provide a press kit eg. copy of press statement, relevant information materials on the subject matter
- Keep number of speakers very few, three (3), at most four (4)
- Prepare an outline of the subject and place the most important aspect first
- Do not talk down at the Reporters
- Make provision for Q&A (about 1/3 of the period of the conference)

EMERGING CHALLENGES – THE NEW MEDIA/AI

- Uncontrolled media space
- Largely fraught with unprofessional practitioners
- Spontaneous, unverifiable and viral news items
- Hate speech and fake news
- Artificial Intelligence
- Threat to national security and peace

WHAT TO DO WITH SOCIAL MEDIA NEWS

- Verify and authenticate items with search engines from traditional media; Crosscheck from credible, reliable traditional media sources.
- Consult to ascertain the authenticity of the news
- Determine what to hold back and what to divulge
- Don't share until you are sure of the source of the news

INTERACTIVE SESSION