

No Turtles

1. Ignore the question.

- a) Reporters ask bad questions
- b) They may not know enough about your subject to know what a good question even looks like.

2. Keep it short, and animated

- a) Give them your best 20 seconds, on your best point
- b) Every answer stands on its own

3. Watch the end chat

- a) News is an entertainment business. After the interview is over, and the cameraman is taking some "chat" shots, "just to use for filler or voice-over," the microphone is still on.
- b) You are on the record
- c) It is appalling how often reporters use the last, flippant thing you said.

4. Silence is power

- a) Gather yourself
- b) Frame out the answer in your mind: conclusion, three reasons, and one counterargument that's wrong, and here's why.

5. Let the editor edit

- a) If what makes it on the air is different from what you wanted to say, then it is because what you wanted to say wasn't as interesting, or important, to the reporters as you thought.
- b) You can teach more people in 10 minutes on television or radio than you will be able to speak to in an entire year

These points were adopted from an essay by Dr. Michael Munger, Duke University economics and political science professor and former Libertarian candidate for North Carolina governor.