

How To Speak To The Media

Jane Gazzo

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“A great interview with a band or artist makes you feel positive about them - even if you aren't necessarily a fan of their music.

A crappy interview makes you never want to talk to them ever again.”

Billy Russell - Channel [V]

“Interviewers are trying to build a rapport with the musician. The idea being, the more the artist opens-up, the more interesting and colourful the copy.”

Lars Brandle, Music Journalist

“Interviewing someone who doesn’t want to be interviewed is the equivalent of a dud root...”

ChitChat - MAXTV

Why Do Interviews?

1.To Raise Your Profile

- Awareness of you as a band and a brand
- A great PR exercise

Advertising you don't have to pay for...

Advertising you probably couldn't afford!

2. Give insight into you as artists

Especially good to help win over new followers and create buzz.

Good for fans wanting to know more about you

3. To reach a wider audience

Getting people to your shows and to hear your music

Why Media Needs You:

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- Papers, Magazines, Radio, TV and websites have a remit to support and champion local artists

You are ultimately providing content

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- Most media want to establish relationships with artists in their infancy to grow with them as their success grows
- Media is there to help you achieve a wider audience

Why Media Needs You:

- When an editor, presenter or journo is passionate about a band, they want to tell the whole world about them!

(Give a crappy interview and you can be sure that support will be taken away)

What You Need To Know and Do Before an Interview:

BE ON TIME!!

- All journo's hate being dicked around by tardy bands

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- Radio - live shows have to annoyingly rejig playlists and timings to support your lateness

BE ON TIME!!

- Print - the journo will most probably write about the amount of time you kept them waiting.

BE ON TIME!!

- Be late and you start the interview on the wrong foot

BE ON TIME!!

- You could lose the interview before it starts
- (and not get the opportunity again)

BE PREPARED!

- Know the next date of your gig, the support band you're playing with, what time you're on etc..
- Know the URL or address of your soundcloud, bandcamp or website
- Don't assume the interviewer has or knows all this information

Know Your Product

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Ask Yourself :

What is the key message you want to get across in this interview?

- a new recording to promote?
- an upcoming gig or tour?
- a cause or fundraiser?

- Stick to your message. Don't waffle on for ages - it's boring and hard to edit.
- Don't talk to fill the air. The journalist will guide you.
- Keep your answers succinct and to the point.
- Re-iterate your new album release date, gig date, bandcamp URL etc

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- Is it local, regional or national?

(treat them all equally and respectfully)

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- Always write the journo or presenter's name down and USE IT!

“Be sure to present well. Don't turn up wrecked, unless you want to journalist to write about your sorry state.. Be as relaxed as possible, and try to be engaging --. Don't waste the reporter's time by showing up late.” Lars Brandle

“If you ’ve got breaking news and it ’s not in your biography or wikipedia page like a major tour announcement, bring it up before the interview starts. A good interviewer will pick up on it and feel like they ’re getting an exclusive.”

ChitChat - MAXTV

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- For bands: Who is the best talker in the group or the one most suited to the outlet conducting the interview? They need to take the lead.
- For TV or radio - more than two people never works!
- For Print - It can work wonders.

“You already know who's the funniest and wittiest and most charming member of the band.. get them to do the strategically-important interviews...”

Andrew Street - Time Out

Any Questions?

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- Who would you like most to work with?
- What do you think of the other bands on the bill/festival?
- When is your next gig?

“If you are asked these questions, beware: it means you're going to have to give amazing quotes because the writer talking to you is too inexperienced or indifferent to write a halfway decent piece, so you need to do it for them.”

Andrew Street-- Time Out

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- Don’t be afraid to say “I’m not sure or I don’t know.”
- When all else fails revert to the Noel Gallagher bulletproof answer: “Yeah I don’t want to talk about that!”

*“You're not talking to a fan or friend.
You're talking to someone who is going
to take what you say out of context
(because they need to edit stuff down
for space, as well as content) so think
before speaking.”*

Andrew Street - TimeOut

The 5 Easy Foolproof Answers:

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5. “ We are just so lucky we got to work with such a unique and incredible talent.”

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4. “We just can’t wait to get out there and play..”

The 5 Easy Foolproof Answers:

3. “We’ve already started working on the new album and it’s sounding amazing...”

The 5 Easy Foolproof Answers:

2. “At the end of the day it’s about the fans. We wouldn’t be here without the fans..”

The 5 Easy Foolproof Answers:

1. “We’re really happy with this album...”

“Remember The Morrissey Principle: being enormously quotable gets you space.

A writer who gets 800 words of gold for their 350 word article is far more likely to beg their editor to bump you up to lead. Then you look important.”

Andrew Street - TimeOut

“Have some stories ready that are interesting. Your job as a rockstar is to be ‘other worldly’, so have some tales of that other world ready.”

ChitChat - MAXTV

- Remember:
- A good interview is good PR.
- The onus is on you to give your best.
- You're the one trying to get people to shows and listen to your music
- Be creative with your answers

And Finally...

- Don't be a smart-arse in any interview

(not only does it have the potential to ruin your career and lose support from the media - you end up looking like a dickhead)

And Finally...

- If you can share stories and have a good laugh, you'll be much more engaging.

And Finally...

- Have fun! Enjoy the interview process!

After all it's all about YOU!!!

*“You probably don’t have a business card,
but if you did it should say
‘Entertainer’ ..
...so go forth and entertain.”*

Jane Gazzo 2013