

## Compliance & Media Interviews

### *What to do BEFORE you interview*

Navigating compliance rules is crucial when engaging in public relations activities — *before* interviewing with the media. You cannot request that media provide their unpublished work for compliance review. You must understand and follow your compliance protocol before an interview takes place.

Here's a concise compliance checklist to ensure you're meeting all necessary standards:

**Familiarize Yourself with Compliance Rules:**

Understand the procedures mandated by your compliance department for each step of the media interview process before you get started. Have a written copy of your compliance policies on hand to quickly review each time you prepare for an interview. By making this part of your preparation process, compliance dos and don'ts will be top of mind when engaging with the media.

**Customize Your Compliance Processes:**

Recognize that compliance procedures can vary between different organizations and types of media interviews. Take the initiative to proactively learn and discuss these processes with your compliance point of contact. Questions you may want begin with “When do you need to be involved,” and scenarios may include:

After I identify an appropriate interview opportunity but before I respond to a MediaSource query?

After I respond, but before the interview to review my talking points?

After I interview for a recap of topics discussed?

After the interview is published, for your records only?

After the interview is published, before I can share it with my network?

Before I can use the interview and reference the outlet in my marketing?

Depending on your compliance team, they could require involvement at one, two or during each stage of the interview process. Be sure you and your team understand your specific requirements.

**Engage Your Team to Support You:**

With these steps in hand, delegate individual responsibilities to key members of your teams. Often, there is a form, technology, or specific steps to the process compliance requires. Proactively determine who will do what and the expectations when a media interview is on the horizon.

**Recognize ‘Media Interviewing’ and ‘Marketing a Media Placement’ are Separate Initiatives:**

The compliance journey isn't always done after you've participated in an interview. Compliance can view media interviews in two separate ways and may have a process for each. There is the compliance process to participate in the media interview and then the compliance process to use the published interview in marketing communications. Be cognizant of that as you embark on topic selection, interview preparation and media leveraging strategies.

Establishing compliance procedures before participating in media interviews is essential for seamless participation.

This checklist serves as a guideline to help you navigate compliance requirements effectively.

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