

Media Outreach: Preparing for a Media Interview

Media interviews are quick and there is a short window in which to offer information. Below you will find helpful ideas to ensure your team gets your message across when speaking with the media.

Delivering Your Message

NOTE: A common misperception is that you can speak to a reporter “off the record” or on background. This is not true - NOTHING is off the record when speaking to a journalist.

Use Flags

- Phrases such as “What’s most important...” “The key thing is...” “There are three critical factors...” signal to the audience that you’re about to say something important.

Take Control

- Know what you want to accomplish in the interview and take control. Don’t wait for the reporter to guide you through your story. Deliver your messages early and often. Use bridges to get back to the points you want to make.

Build Bridges

- Building bridges is one of the most important interview techniques. Often a reporter will ask you a question that may not allow you to dive right into your message. Don’t just answer his or her question, find a way to bridge back to your message. See below for bridging techniques.

Turn Negatives into Positives

- If the reporter asks you a negative question, don’t be defensive and don’t repeat the negative question as part of your response. Deal with the negative — and then bridge to a message. Always end on a positive note.

Ways to Bridge — Remember the ABC rule:

- **ADDRESS** the Immediate Question with one of the following statements
(without echoing the negative language/question)
 - “Not at all...”
 - “On the contrary...”
 - “I wouldn’t phrase it that way...”
 - “That hasn’t been my/our experience...”
- then **BRIDGE** to a Key Message
 - “...but what I can tell you is...”
 - “...the important issue here is...”
 - “...the point I want to get across is...”

- *“...the most important thing to note is...”*
- *“...the answer to the question I think you’re asking is...”*

- **COMMUNICATE the Key Message**

- *Bridging can also be used to provide additional information*
 - *“You’re absolutely right to say that, but there’s another aspect to this that people may not realize...”*

Engaging Local Patients for Interviews

Often, a reporter will request to speak with a local patient who has been treated with Rezūm™ Water Vapor Therapy. When approaching patients about media opportunities — whether it’s an in-person or phone interview, or a photo or b-roll shoot — refer to the following guidelines:

- If considering a patient to share their experiences, ensure that they are made aware you are considering them because they have successfully used Rezūm Therapy for treatment of benign prostatic hyperplasia (BPH).
- Think about whether your candidate would make an ideal spokesperson. For instance,
 - Will they be comfortable speaking on camera for a television interview?
 - Are they open to discussing their experience with BPH with a reporter and seeing local coverage result from interviews?
 - Were their results typical of what the average patient could expect?
 - Do they represent the typical Rezūm Therapy patient in your area?
 - Do they have an interesting story to tell?
- Ensure the patient knows what to expect upfront before they commit to working with you in a media setting. Make it clear that they would be expected to share their story and possibly be available for photos or b-roll in a studio, at home or within your practice.
- Once the patient has agreed to be involved with the media, we suggest that you provide them with a release form and explain that it means they are allowing their story and any other materials (including personal photos, if applicable, and any b-roll footage or photos captured as part of the interviews) to be used universally. Ensure they sign it before you share any information about the patient with media.
- Ensure you follow any other Health Insurance Portability and Accountability Act (HIPAA) requirements that may apply.

Caution: U.S. Federal law restricts this device to sale by or on the order of a physician.

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