

## Do's and Don'ts of Public Interviews

Whether you're speaking with a journalist, appearing on a livestream, or sharing your message on a podcast - how you present yourself can shape public perception and build credibility.

### DO: Stay Focused

- Know your 2-3 main points before the interview
- Repeat them clearly and often
- Use simple, everyday language - clarity wins

Example: "The government needs to listen to citizens. That's why we're here."

### DON'T: Ramble or Over-Explain

- Avoid long, unfocused answers - stick to the question
- If you don't know, say so politely
- Don't try to answer for everyone or every angle

Example: "That's not my area of expertise, but here's what I do know..."

### DO: Be Respectful and Firm

- Disagree without attacking
- A calm, confident tone carries weight
- You can be passionate without being aggressive

Example: "I believe this policy is harmful, and I urge our leaders to reconsider."

### DON'T: Get Pulled Off Track

- If the interviewer pushes a narrative, bring it back to your point
- Avoid speculation or responding to hypotheticals

- Stay grounded in facts, values, and lived experience

Example: "That's one interpretation, but here's what's really at stake for families in our community."

#### DO: Represent the Broader Movement

- Use inclusive language: "we," "many parents," "concerned citizens"
- Mention your affiliation when relevant (e.g., Manitoba Stronger Together)
- Encourage others to get involved

Example: "I'm just one voice, but I know many Manitobans feel the same way."