

Team Depot Project: Interview Tips



(bit.ly/ExInterview)

Before the Interview

- Familiarize yourself with the Team Depot talking points.
- Think of key points you want to make during the interview.
- Be prepared for the interviewer to ask general questions such as, “So, tell me what’s going on here today?”
- Think about the impact of the total project and how it will help improve the life of a veteran or veterans. This is the story the reporter will be looking to tell more than all of the details of the project scope.
 - Example: Today we’re working with HouseProud to **building a wheelchair ramp** with for Thomas, a U.S. Army veteran.
 - He hasn’t been able to leave his home on his own for many years so this ramp will **help him live more independently.**
- Make sure to wear your orange Team Depot shirt! Do not wear sunglasses.
- Think about having Team Depot volunteers working in the background of the shot. We want to show off the effort that goes into making these projects a success.

During the Interview

- Be natural. Your answers should sound as if you’re having a conversation.
- Treat the reporter like a customer. Be casual and use simple language that’s easy to understand.
- Listen...Think...Talk. Keep answers fairly short.
- It’s OK to say, “I don’t know.” Don’t speculate.
- Be yourself. Smile and show your enthusiasm for the project so that others can tell you’re having a good time.
- The reporter does not know everything you do about the project, Team Depot or our efforts to support veterans through The Home Depot Foundation, so provide context for the project that explains how the effort is part of a bigger initiative to ensure every veteran has a safe place to call home.
- Remember, the audience will not know our The Home Depot terminology – so if you say Team Depot, explain that it is our associate-led volunteer force, and if you mention your store, describe it by location, not number.



- For TV interviews, if the person conducting the interview is a camera operator and not a reporter included on camera with you, it is best to repeat the question as a part of your answer because the question will not be heard on TV. For example, if the camera operator asks “Tell me why you are here helping veterans,” you should begin with “We are here today to help veterans because...”

After the Interview

- Offer to introduce the media to other potential interviewees (e.g., nonprofit partners, veteran homeowners/residents, veteran volunteers, etc.).
- Offer to show the media around the project site.
- Ask the reporter when the story will be on TV or in the newspaper.
- Ask for the reporter’s card and let the Foundation PR team know that you participated in an interview.