

## GUIDELINES FOR MEDIA INTERVIEWS

Take advantage of all the opportunities to get your invention in the spot light. Promote yourself, your invention and remember your inventor peers.

There will be many opportunities **if** you make yourself available.

If you have never experienced this before, remember media people are out to get an interesting story. If you are not prepared, they will control the interview. **Plan ahead** and even practice with family, friends and other inventors. By taking the time now, you will have a better chance to appear comfortable, natural and knowledgeable.

If you have the time, prepare a **press release** for the newspapers and trade magazines. You never know when the opportunity may pop up.

Have good contrast black and white photos of your invention to provide to newspapers for articles.

Remember to share your good fortune and promote the association.

Try to mention our Mission Statement or Goals and let people know how you have benefited as a member.

### **Goals:**

The Edison Inventors Association, Inc. is a non-profit, educational organization with goals to promote creativity and entrepreneurial success in our schools and community.

People of all ages can learn the process of protecting inventions, prototyping, manufacturing, acquiring venture capital, licensing, marketing nationally and internationally.

We are a diversified group of people sharing time, information, experiences and resources to promote a better understanding of the invention and entrepreneurial process.

**Practice** demonstrating your product so it becomes second nature.

During interviews things happen that are often out of your control. So, stay cool and give it your best shot!