

Talking Points for Interviews

Sometimes square dancers and callers get the opportunity to be interviewed about our activity. The interviews could be published in a newspaper, radio or TV. They all have something in common: the reporters want to share a story that they think their audience will enjoy.

When these interview occasions arise, there is a great opportunity to promote square dancing! Many times we have seen interviews and stories that present square dancing in less favorable light. While there is nothing wrong with this, think about what we COULD say about square dancing that makes it exciting and would want people to check it out!

Here are some points to consider when you are asked to talk to a reporter about square dancing:

- 1) Emphasize the FUN that you enjoy in the activity. Think about the parts of square dancing that make you come back, week after week. Smile and show enthusiasm! The reporters will pick up on it and note it in the article.
- 2) Talk about the friends you have made, especially if you have found a spouse or long-term partner through square dancing. If appropriate, talk about the various professions of members of your club.
- 3) If your club does other activities outside of dancing, mention those. People who read/listen to the interview may be looking for all kinds of fun things to do.
- 4) Focus on the newer dancers and the joy they feel. If you've been dancing for several years, sometimes looking at the beginners can help us remember the initial excitement we felt when we started.
- 5) Look forward to the future. Don't dwell on the past. We all have stories about how big the dances used to be and how many clubs there were. Someone unfamiliar with our activity might interpret those comments in a negative light and be less willing to try out dancing.
- 6) If the reporter leads with a question that seems the answer wouldn't give square dancing a good image, think about how you can answer the question truthfully, and then give follow-up information on how it's better now.

The above are just suggestions. You certainly can speak freely about anything. But the opportunity to get interviewed is infrequent, and if you share the same passion about the activity we do, you can help everyone!