

# **MEDIA INTERVIEW 101**

- **Ask if it is live or recorded.** Some radio interviews are live (meaning they will air as you speak) and some are recorded to air later. It is important to know which one it will be. Unlike a live interview, a recorded interview will allow you to start over or restate something, if needed.
- **Always call in at least 5 minutes in advance for a phone interview or arrive 15 minutes in advance for an in-person interview.**
- **If you are on the phone, it is still important to smile or show expression** like you would when speaking in person.

- **TV Interviews can be done in studio, on location or via an online meeting tool such as Zoom, Teams or Skype.** Be sure to download the proper software or app before your scheduled interview time and connect to the call at least 5 minutes before your scheduled interview.
- If you are in control of the location, **be sure to take a good look at your location and make sure everything visible is what you are comfortable showing on camera.** Clean clutter out of the background, remove family photos, etc. Be sure there is minimal background noise.
- **Dress in plain clothing.** Patterns render oddly on screen and distract attention from what you're saying. Instead, opt for solid colors.
- **Keep accessories to a minimum.** Stay away from too much jewelry or makeup that is too bold. Your goal is to look good on screen without going overboard or detracting from your message.
- The lighting in some rooms can make you look pasty or shiny. The station knows best.
- Most interviews are recorded and edited into a story. Even if you're interviewed for 10 minutes, the news channel will likely edit it down to just a minute or two. **So keep your comments succinct, and work on developing sound bites that will leave viewers associating you with your message.**
- You'll likely be nervous during your interview but strive not to let it show. Maintain eye contact with your interviewer and avoid glancing at the camera. Keep your hand gestures to a minimum.
- **Practice in the mirror.** You want to look friendly.
- **Look at the person asking you questions and respond looking at them. Do not look at the camera.**
- **When asked a question, repeat the question in your answer, even if it is a yes or no answer.** This is helpful when the piece is edited. Example: Reporter: Why is this research important? Response: This research is important
- **Don't talk too quickly.** Talking slowly and clearly emphasizes the points you want to make and reinforces credibility.
- **When speaking, practice pausing and speak in sound bites.** Don't drone on with long answers. Share what you know in short spurts.
- **If by the end of the interview the host has not mentioned your website URL/how to apply/purchase,**