

CHECK DETAILS BEFORE THE INTERVIEW:

- **Where** are you going to do the interview? Make sure you are happy with the location. Are you comfortable with the setting? Ideally in front of your logo for positive TV interviews (not for negative!)
- Tell them **what** you can tell them. Offer up things you can and want to talk about (and areas you can't, eg if they ask about sponsorship)
- What are they going to do with the interview? Use all of it? Or just a soundbite?
- Is it **live** or **pre-recorded**? Live means that once you've said it, it's broadcast immediately, so if you get something wrong, correct it and continue as if nothing has happened. For pre-recorded it's fine to completely stop and start again
- What's the **first question**? Don't suffer in silence. Use the downtime immediately before an interview to ask the reporter what the first question is going to be. But be aware that they might ask something else
- **Why** do they want the interview? Is it in response to a press release or is it in response to criticism from someone else? Gives you a steer on their motivation and what they might ask you
- **Duration** of interview. Most media will want to be pretty quick. But sometimes for a recorded interview they want to spend longer with you. Be wary! Put limits on the time. The longer they spend with you, the more likely you are to trip up or be quoted 'out of context'
- **Who** is doing the interview? Do they have a particular style or bias?
- **Who** else are they going to interview? Is there anyone else contributing?

TV INTERVIEWS:

- Ask what is the format? Long? Short? Is it live?
- **Tone of voice** and **body language** have a massive part to play in what people think of you (some people say 93% of communication is non-verbal)
- For TV interviews your body language and appearance must be appropriate
- For TV interviews the venue must be appropriate. A plush board room could send out all the wrong messages. Equally a messy office (or kitchen) says a lot. Think about what is behind you in the shot
- Try and avoid anything distracting – e.g. lots of jewellery, loud colours, odd posters on the wall behind you, strange books or plants
- With Zoom/ Skype interviews, make sure the camera is at eye level (maybe put the laptop on a box file) and that the lighting is in front of you
- With 'normal' TV interviews, look at the interviewer not the camera
- If in doubt about where to look, ask the interviewer
- Many recorded TV interviews are edited and **only a very few seconds** used
- So, use of **key messages** is vital