

MEDIA TIPS

TV INTERVIEWS

BEFORE YOU GO

- BE PREPARED!!! Preparation is KEY to a successful TV interview (or any interview for that matter).
- How should you prepare?
 - Questions to ask the booker/producer:
 - Is the interview live or taped?
 - Who will be conducting the interview? Once you know this, you should do a bit of homework and research the host.
 - How long is the interview?
 - Will you be on alone or with someone? And if someone else will be on the segment, WHO is the person? Then, do your homework about that person and the host—what have they said in the past about the topic you are talking about?
 - Will the host and other guest be in the studio with me—or remote?
 - If the booker doesn't ask to do a **pre-interview**, it is always good to request to do one. This will allow you to get a sense of what the segment is going to be about, and allows you to get your thoughts prepared.
- Spend some time organizing your thoughts on paper.
- You may even want to practice in a mirror.
- Come up with three or four MAIN talking points. What do you want the viewers to LEARN and REMEMBER from your interview?

WHAT TO WEAR...HOW TO SIT...

- Dressing Tips:
 - No white!!
 - For women, solid, bright/jewel tones look nice.
 - For men, dark suits—blue and gray are always safe.
 - Tightly patterned clothing (shirts, ties) don't work on tv. Avoid checked patterns too.
 - If you have to wear glasses, the smaller the better
 - You can not lose if you keep it clean and simple.

- Men, don't forget to shave.
- Comb your hair!
- Don't be afraid of the makeup. It will make you look NATURAL on camera.
- How to Sit:
 - Sit up straight
 - Men, if you sit on the back of your jacket, it will hold it in place
 - If you need to lean forward a bit, that's ok
 - If you are in front of a table, place your hands one on top of the other

ONCE YOU ARE IN THE CHAIR!!

- Remember, once you sit down...you are fair game. No more “off the record”...anything you say can (and might!) be held against you.
- Where to look:
 - If the host is in the studio with you—be sure to ask WHERE you should look. Sometimes, they will want you to make eye contact with the anchor. Sometimes, they will want you to look into the camera. Never hurts to ask.
 - If you are being interviewed by a host in a satellite location, look straight into the camera. Don't look down, don't look to the side...look straight ahead—pretend the camera is the “person” you are having conversation with—make eye contact with her!
 - Sometimes there will be a monitor in the studio with you....it can be distracting. Its fine to ask them to turn it off.

LIGHTS CAMERA ACTION!

- SMILE SMILE SMILE-- ok, well, not if you are talking about something sad. But the camera drains your face, so it is s always good to overcompensate.
- Its ok to move your head a bit—it will help you look animated.
- Try to communicate comfort and warmth—even if it's a serious subject.
- Sit up straight, but don't be too stiff.
- **Keep it simple.** You aren't talking to your colleagues who know as much information about the topic as you...you are speaking to an audience who knows little to nothing about your subject.
- **Keep it short...**less is more. Make your point in 30 seconds or less.
- Be engaged....show expression, interest, and energy!

GETTING YOUR POINT ACROSS...

- Remember, go well prepared. In most cases, having **THREE** main points to make will help you get through your interview successfully.
- **KEEP IT SIMPLE!**
- Use specific examples...people can relate to what you are saying when you tell a short story. The more personal, the better!
- Be funny (if appropriate). People will remember—and laugh—at a good one liner!!
- Numbers/Statistics are for color, but best to round...for example: “over three million people attended the protest” or “almost 50 percent”
- Relate it back to the viewer...what does this mean for you and me? How are we impacted?
- No comment doesn't help you....it just leaves people with **MORE** questions...