

## **Preparing for press, TV and radio interviews**

### **1. Be Prepared**

- a. Who is doing the interview?
- b. What the interview is about?
- c. What is likely to be asked?
- d. What is the programme?
- e. Who is your audience?
- f. Is anyone else being interviewed?
- g. How long is needed?

### **2. Make your points**

Think of two or three very concise points you most want the audience to hear. Write them down. Make sure you use them

### **3. Keep it simple**

Few people sit down and listen to Radio! They're always doing something else at the same time so complicated sentences and facts get lost. The simpler you can keep it the better.

### **4. Keep it natural**

You are talking to ordinary people in their homes. Avoid jargon and keep it friendly.

### **5. Use your imagination.**

Most interviews are short. Painting pictures in people's minds mean they remember what you say. Use examples or statistics if you can, do not use people's names without permission.

### **6. Concentrate!**

Focus on your three key points. Distractions can make you lose your concentration. At best you won't do as well as you want, at worst, you could say something you will regret later.

**7. Have confidence**

You are the expert and remember most interviewers simply want information from you. Don't go in expecting a rough time. Having said that, be aware of current controversial issues.

**8. Prepare to smile (or frown) but use your voice to convey your message.**

It's not what you say, it's the way that you say it.

**9. Impressions**

What you look like and the general impression you create have much more impact on most people than anything you say. So look good, even for radio and especially for television.

**10. Don't be intimidated.**

You will usually know far more about the topic than the person asking the questions. The interviewer's only role is to draw you out to help you tell your story. You are the expert. Be prepared for the occasional personal question.

**11. Interrupting**

Cutting in is unattractive but if you decide it's necessary do it decisively or don't do it at all.

**12. Opportunity**

Use the opportunity for maximum benefit. Whatever questions are asked ensure that you make the points you want to. Never get angry.