

MEDIA INTERVIEW 101

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.

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like you would when speaking in person.

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,

Clean clutter out of the background, remove family photos, etc. Be sure there is minimal background noise.

Patterns render oddly on screen and distract attention from what you're saying. Instead, opt for solid colors.

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.

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.

You want to look friendly.

This is helpful when the piece is edited. Example: Reporter: Why is this research important? Response: This research is important

Talking slowly and clearly emphasizes the points you want to make and reinforces credibility.

Don't drone on with long answers. Share what you know in short spurts.