



Media Interview Tips

Broadcast (TV and Radio)

- Confirm if your interview will be broadcast live, or if it will be pre-recorded or edited.
- Remember that your audience is the viewing audience, not the reporter. An interviewee who appears irritated with the reporter comes off that way to the public.
- If sitting, sit upright, and occasionally leaning in, connotes enthusiasm. Slumping or slouching communicates boredom or a lack of self-confidence.
- Watch unusual facial habits — bobbing your head, shifting or rolling your eyes.
- Radio interviews should be done on a landline or in an area with good cell reception.
- More radio reporters are using videoconferencing for interviews, so be prepared for the video of the interview to also be used.
- Speak distinctly and clearly in your natural tone. Be conversational and not too stuffy.
- Provide fact sheets and backgrounders.

Virtual Interview Tips

- Look the part. While you may be getting interviewed from your home, it's important to still look professional.
- Do your best to prevent background noises as much as possible.
- Close down technology noise-makers or distractors such as your email, calendar and instant messaging programs, and silence your phone.
- Be aware of where the camera is located on your computer so you can look into the camera directly instead of looking at the interviewer. Place your camera at eye level, even if that means stacking books underneath your computer.
- Consider your background. Avoid doorways and windows in the background and keep it simple and free of clutter.
- Ensure your face is nicely lit by facing a window or adding a lamp behind your computer.



Before the Interview

- Research the reporter who will be conducting the interview by reviewing previous stories.
- Determine your goal for the interview and the primary impression with which you want to leave the reporter.
- Pick your key three themes: One primary message and two supporting messages. Write them down and rehearse your delivery.
- Anticipate the questions, especially tough ones, and prepare strong answers for them.
- Take a deep breath and have fun!

During the Interview

- Be authentic and conversational.
- Speak in a language the audience will understand. That means avoiding industry jargon or acronyms.
- Only say what you want the reporter to emphasize. Don't use negative words or say something the reporter may take out of context.
- If you don't know the answer to the question, it's okay to say that and offer to get them the answer they need or provide another expert.

Visual, Vocal and Presentation Tips

- Keep body movements natural. Watch your posture and any unusual pacing, rocking or hand gestures.
- Look at the reporter and ignore the camera.
- Eliminate filler words or phrases such as um...so...you know...like.
- Use your brand name as often as possible. This is an opportunity to bring awareness to OhioRISE.