



## INTERVIEW TIPS

For Television Taped Interview

### 1. Prepare

Don't think that you can wing it because that is when you will fall flat on your face. Think about the questions they might ask you, and then practice your responses. Do this out loud so you can actually hear what you are saying.

### 2. I know, I know, but PLEASE think about how you look!

You have to remember that not only are people listening to what you have to say, but they are also looking at you, and making judgments. You want to make sure that they are not distracted from your message in any way. So, what you wear is very important.

- A. Wear comfortable clothing. There is nothing worse than someone who is constantly pulling at their clothing because something is too tight, or too loose.
- B. Make sure your clothing is not too loud. No loud prints, like flowers, or checks, or stripes as they can make the camera do strange things. Also, make sure your jewelry is not too large, or dangly because they can make noises when you move and cause problems with the microphone.
- C. You probably want to stay away from white shirts as well as they can throw off the camera settings, and you might come out looking a strange color. Go for maybe a blue or other pastel color. Women, you can go for some brighter colors which will sometimes pop on air. Just make sure it's a color that looks really good on you.
- D. One thing you want to ask is whether or not the interview will be in front of a chroma key screen, because if so you don't want to wear blue or green.
- E. Wear a little makeup: This rule applies to both men and women. Remember, the lights of the camera will penetrate your skin, so guys, that five o'clock shadow can look really dark. At the very least have some foundation and powder to take the shine off your face.

### **3. Speak in Sound bites!**

Remember you are having a conversation, and your sentences must be brief. You want to talk in sound bites, that means 10 to 20 second answers.

### **4. Keep it simple**

You want to state your point clearly and powerfully, and don't be afraid to use stories to support your point.

### **5. Concentrate on the interviewer, not the camera!**

You want to maintain eye contact with the viewer. Don't be afraid to sometimes look down for a second, or to the side, but the majority of your time should be spent talking to the interviewer. Think of it this way, this is just a conversation between the two of you, and the audience is just eavesdropping!

### **6. Watch your body language**

Remember, people are not only listening to your words, but also watching to see what you look like. Do you look comfortable, or uptight? Do you look in control, or terrified? You want to sit up straight, and lean forward a bit. Sit on the edge of the chair, not all the way back. As a rule of thumb, don't let your shoulder blades touch the back of your chair.

Also, don't fold your arms as this can give the impression you are defensive. You want to appear open and in control.

### **7. Standing Interviews**

Take command of your space by standing at a bit of an angle, with one foot slightly ahead of the other, toward the interviewer.

### **8. Show up Early**

There is nothing worse than being rushed and not having time to get comfortable with the set, the crew or the interviewer.

### **9. Talk to the Crew**

Don't forget to talk to the floor crew working on your interview. Remember these are the people who will make you look good, or bad, so become friendly with them.

## Remote Television Interviewing Tips

In remote interviews, you hear the interviewer's questions through an earpiece and look directly into a camera, not at a person, because you are at a remote location. Remote interviews are more challenging because you can't see the person interviewing you.

Here are some tips for a successful remote interview:

**Tip 1:** Make sure to tell the camera person about any problems.

Overcome any anxiety by reporting problems or asking questions so you can resolve them before the interview.

**Tip 2:** Before beginning the interview, be sure the volume is checked in your earpiece. You need to hear the interviewer, and it's better to resolve the problem before the interview begins.

**Tip 3:** Again, sit up straight, and don't let your shoulder blades touch the back of the chair. If you're wearing a blazer, sitting on its coattails can help keep your posture in the correct position.

**Tip 4:** Once the interview starts, look directly into the camera. Speak to it as though it's a person sitting across from you, or pretend you're talking to the camera operator.

**Tip 5:** Maintain eye contact with the camera. Diverting your eyes away from the camera may appear as if you're being deceptive or avoiding the issue. Just because you're not speaking doesn't mean you're not on camera. Never be caught in unattractive positions.

**Tip 6:** At the end of the interview, wait until you get the all-clear sign from the camera person before you look away from the camera. It may feel strange to continue staring and not talking, but try to maintain a confident look. Also, remember that the microphone might be open at any time, so please be careful what you say off camera!

## Radio Interviews

If you are approached about doing a radio interview, don't think it's not as important as TV, because it is! You have to realize that you can actually reach millions of people, so you want to make sure you prepare in the same way for a radio interview as a TV interview. Be prepared! Don't wing it!

### **1. Is it live or is it Memorex?**

In preparing for a radio interview, find out in advance whether the interview will be live or taped. This is important because if it is live, you can't ask them for a "do-over" if you mess up. If it is taped, you can always ask to redo a question if you don't feel you answered it the way you wanted to.

### **2. What is the show format?**

You want to consider what type of station you are interviewing with. If you are being interviewed for a talk show station, you have a little more time with your answers. Also, there will be times when you are one of several interviewees being questioned so you want to make sure you don't talk over someone else's answer. If you are being questioned by someone at say ABC radio, then the interview will probably be pretty tight, maybe a couple of minutes! Remember, you are just having a conversation!

### **3. Telephone tips**

Most radio interviews are done over the telephone, or in a studio. If you are doing the interview by phone, you want to make sure you use a landline because the quality will be better, and you will be able to hear better. Also, make sure the phone is well charged because you don't want to lose the battery in the middle of the interview.

### **4. No distractions**

Also, make sure you are in a room with few distractions. You don't want to have to worry about someone walking in on the middle of the interview, or your cell phone ringing, or the dog barking. Control as many of the outside distractions as you can.

### **5. Paint a picture**

In the interview, make sure you are using visually descriptive words. Remember, you are trying to paint a picture for the listeners. And last but not least, be careful what you say on live radio, it's live!



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