

## Interviewing Tips

### Tips for an Effective and Stress-Free Media Interview

- ❖ Prepare for the interview
  - If possible, listen or watch the program in which your interview will appear. This will help you get a feel for what kind of questions you might be asked.
  - Go through some sample questions beforehand so you will have the answers fresh in your head, which will make it easier to recall them when you are taping.
  - Prior to the interview, ask the media contact to estimate how long the interview will last. This will help you plan what there will be time to cover and prioritize what information to state first.
  
- ❖ Get there early
  - It is possible that the news stories prior to your segment may run short (or long, for that matter), so it is a good idea to get there a little early and be flexible with the time of your interview.
  - It is important to make this as easy as possible for the interviewer/producer.
  
- ❖ Stay on topic
  - It is easy to get sidetracked and begin to discuss your other aspects of your community's show choir, music programs and any variety of connected issues.
  - If you get off topic, steer the conversation back by bringing up an aspect or topic about the coming show that has not already been discussed.
  
- ❖ State the important facts first
  - Always state the date and time of the event first. In the event that a listener only hears the beginning of the sentence or the interview is cut off unexpectedly, this ensures that the essential information will be heard.
  - Always direct listeners to where they can go for more information in case they are not able to write the information down at that time.
  
- ❖ Give credit to your sponsors
  - If there is time left after the important event details have been given, be sure to mention any local sponsors that are helping you host the event. This is a nice way to thank them for their assistance and will hopefully entice them to help you again next year. Everyone likes a plug now and then.
  
- ❖ Thank the reporter/producer
  - This seems like common sense, but a lot of people lose track of this in all of the commotion. This is important, as it could help you to get coverage in the future.