

TV and Radio Interview Show Reminders

Before the Interview:

1. Arrive early for radio or at the appointed time for TV.
2. Know who it is you are there to meet so you can inform the receptionist.
3. Bring a copy of your short bio with you, even if you've already sent it ahead.
4. Likewise bring information on the group you represent.
5. Have easy-to-use note cards with key facts and figures on them.
6. Review your note cards shortly before going on.
7. When on radio, keep your mouth one hand's distance from the microphone.
8. When on TV, never look at the monitor; it will make you look shifty eyed.
9. Plan to have fun!

During the Interview:

1. If you do nothing else, give your group contact information. And do it often.
2. Relate who you're with and why you're there, unless the host does this for you.
3. Listen carefully to each statement or question before responding—be in the moment.
4. When responding, begin with a short answer that's to the point, then elaborate.
5. Find every excuse to move to your talking points.
6. Once you've covered your talking points, restate and cover them again.
7. Avoid digressions into side issues; stay on message and keep to your points.
8. Avoid the sort of detail that belongs in essays and lectures.
9. Eliminate complexity in what you say, focusing on simplicity.
10. Aim to keep your answers positive.
11. But be prepared to counterattack directly whenever necessary.
12. Keep counterattacks simple and respectful so you don't create openings.
13. Never repeat negative statements made by others; go right to your answer.
14. When asked multiple questions, pick just *one* and answer it.
15. When asked the wrong question, answer it directly; then move to a point.
16. When asked something you don't know, admit that you don't know.
17. Keep track of the time so you can end on a strong note.

After the Interview:

1. However it all went, express thanks for the opportunity.
2. Make notes on the people you interacted with or secure business cards.
3. Learn when the show will air or how it is accessed online afterwards.