



MEDIA INTERVIEW CHECKLIST

- ❑ **Control the interview**
 - Interviews are transactions; maximize the opportunity
 - Drive the agenda with an endgame in mind
 - Use bridging and flagging to maintain control

- ❑ **Do your homework**
 - Learn about the journalist and outlet
 - Familiarize yourself with relevant news
 - Identify problem questions you are likely to be asked and formulate answers
 - Update your social media profile(s)

- ❑ **Stick to your key message(s)**
 - Lead with the big idea
 - Know your most important point to get across; limit yourself to three key messages
 - Bridge back to these message(s)
 - Reinforce your message(s) with memorable anecdotes and proof points

- ❑ **Be authentic and affable**
 - Relax and be yourself; remember to smile!
 - Demonstrate passion; engage the interviewer
 - Tell stories that relate to your audience
 - Ensure your energy comes across

- ❑ **AVOID:**
 - Forecasting or predicting
 - Speculating or responding to hypotheticals
 - Sharing info you wouldn't want to see reported
 - Speaking for others
 - Using acronyms, buzz words and jargon
 - Repeating negatives

Source: Hill+Knowlton Strategies



TELEVISION INTERVIEW TIPS

- Because television is a visual medium, your physical demeanor and the style of your presentation are just as important – if not more so – than what you say.
- Like any interview, but especially TV, give short sound bites. The best sound bites come from speaking in ways or providing personal stories that your neighbor could understand.
- Preparation for a television appearance is the key to success. That means getting facts and figures ready before the event, and establishing a "game plan."
- With some forethought, it's possible to predict almost every reasonable question you might be asked. You should construct concise, carefully considered responses and statements that will outline your positions with clarity and conviction.
- In addition, you should prepare two or three "must air" key points that you want to include in the interview regardless of whether or not you are asked about them. Preparation also includes deciding how you will answer negative questions.
- Both broadcast time and the viewer's attention span are short. **Keep your answers brief, simple, and free of unfamiliar jargon. Think "headline" responses – short and to the point – are required by the nature of television.**
- Because television combines pictures with sound, the way you are perceived by viewers is often just as important as what you say. Positive viewer perceptions are based on their assessment of your sincerity, clarity and directness of response. On TV, it's: what you say, who you are and how you come across.
- Your body language "speaks" too. Good eye contact with the interviewer through the question and into the first part of your answer is critical to your credibility. **Before the interview, ask where to look – at the interviewer or at the camera.** Remember to smile.

Source: Hill+Knowlton Strategies

PCCA USA: 9901 S. Wilcrest Drive Houston, Texas 77099 | 800.331.2498 (f) 800.874.5760 | www.pccarx.com

PCCA Canada: 744 Baransway Drive London, ON Canada N5V 5J2 | 800.668.9453 (f) 800.799.4537 | www.pccarx.ca

PCCA Australia: Unit 1, 73 Beauchamp Road Matraville NSW 2036 Australia | 02.9316.1500 (f) 02.9316.7422 | www.pccarx.com.au



TELEVISION MAGNIFICATION

How Do You Come Across?	Hands and Body
Ahs and uhms vs. confident	Use them as you would normally
Shifting eyes vs. eye contact	Keep them away from your face
Brows furrowed vs. relaxed	Don't fidget or slouch
Arms crossed vs. open	For safety's sake, don't nod
Bored vs. engaged	Avoid swivel chairs and leg shake
Serious vs. smiling	Sit on jacket

WHAT TO WEAR ON TELEVISION

Men	Women
Business attire	Bright or warm colors
Solid suit, grey or navy	No busy patterns
Blue, light colored shirt	No heavy jewelry
No busy patterns	Avoid harsh whites and blacks
Accept pressed powder	Everyday makeup, with visible lipstick

MICROPHONES AND CAMERAS

Mics	Cameras
Always assume they're on	Ask where to look
No need to lean in	Always assume they're on
Inflection, excitement	No need to lean in
Don't fill a pause	Inflection, excitement
	Don't fill a pause

Source: Hill+Knowlton Strategies



REMOTE INTERVIEW TIPS

Before and during interviews:

- Test the connection, including sound levels.
- Be mindful of surroundings.
- Avoid distractions. Turn off phones.
- Ask in advance where they want you to look. Generally, they will want you to maintain eye contact on the laptop | webcam.
- Most of the interviews are short, so practice main messages in advance. Do so in mirror if need be, but practice, practice, practice.
- Like any interview, but especially TV, give short sound bites. The best sound bites come from speaking in ways or providing personal stories that your neighbor could understand.
- Avoid guessing, speculating or answering questions outside your area of expertise.
- Avoid jargon, acronyms or buzzwords. Don't fill a pause.
- What to wear: blue, light colored shirt; no busy patterns.
- Watch your hands. Be natural. Don't nod when questioned.

Source: Hill+Knowlton Strategies