

Bluewood Top Tips: For broadcast interviews

Before **the interview**:

1. **Think about your audience:** Sky News viewers are likely to want something very different from Bloomberg viewers – try and tailor your story to the end user.
2. **Clarify your message:** Make sure you have your messages prepared and tested (with colleagues and or the press office) in advance and try to include real-examples to back them up.
3. **Condense the message:** Remember; you have a very limited time to get your messages out. Try to think of some short ‘sound-bites’ too; perfect for brief Bloomberg interviews.
4. **Do some research on your interviewer:** Will they understand your business? Are they likely to be hostile? What angle might they take? Speak to them in advance if possible - it could give you an idea of what they will ask.
5. **Prepare for negatives:** Spend some time thinking about any negatives you might get asked and make sure you are prepared with suitable answers.

During **the interview**:

1. **Always assume the cameras and microphones are on:** Many people have been caught saying something damaging because they assumed the microphones weren't on.
2. **Name-check:** You can't rely on the journalist to state your name, role and organisation so don't be afraid to repeat your organisation's name in the interview.
3. **Keep it clear and simple:** Most TV interviews are relatively short, so keep your messages clear and easy to understand for the viewers.
4. **Avoid the competition:** Wherever possible avoid talking about your competition (and especially not in a negative way as this will only reflect badly on you) - you are there to talk about yourself, your work and your organisation.
5. **Don't repeat negatives:** These could be edited and placed out of context as a sound-bite you would never have intended saying.

Your **Appearance**:

1. **Dress appropriately:** Avoid colours or patterns that might clash on screen.
2. **Use open, relaxed body language:** Sit upright in your chair and plant your feet firmly on the floor. Keep you hands still or only use small gestures to back-up points.
3. **Accept make-up if offered:** It helps to detract glare from the studio lights; you will look better on camera.
4. **Maintain eye contact with the interviewer:** If you find this off-putting, focus instead on the centre of their forehead or, for a down-the-line interview, look directly into the camera lens.
5. **Don't forget to smile.**