## TOP 20 BROADCAST INTERVIEW SKILLS

#### The 3Cs • Confidence • Clarity • Control

### Preparation – Top 10 Tips

1. What’s the programme? What do you know about it? What’s the audience, angles?

2. Will the interview be live or pre-recorded?

3. Who else will be featured?

4. Do I fully understand my press release/facts?

5. Rehearse with a colleague or trainer

6. The interview is an opportunity - what do you want to get out of it? What would a successful outcome be?

7. Ask, “what’s the first question going to be?” Anticipate the negative.

8. Prepare your first line – know what you want to say. What are my key (3 maximum) messages? Avoid jargon.

9. How do I want to come across to whom (audiences) – confident not arrogant, informed not exclusive, passionate not overly-emotional

10. Be a journalist! Be clear on the 5Ws (who? what? when? where? why?)

### Delivery

11. Bring it to life: handy facts - & PEP. Make your points come alive with examples. Then re-make your point: P = Point• E = Example• P = Point

12. Watch what you wear & deploy positive body language

13. The ABC-D rule: A = Acknowledge/answer B = Bridge C = Continue/content D = Dangle Acknowledge or answer the question posed. Bridge from the question to one of your key points and the Continue your line of argument. If possible provide a hint of more to come so that the interviewer follows your lead – this is the Dangle

14. Be brief, natural, clear and passionate

15. Avoid jargon - ‘what this means is...

16. Aim to take control - you have information the journalist wants

17. Record it

### Brand

18. Your responsibilities as a spokesperson (legal, confidentiality, values etc)

19. ‘Name-check’ the organisation (but not too much)

20. Consistency of messaging

*NB: most of the above is also applicable to print interviews*