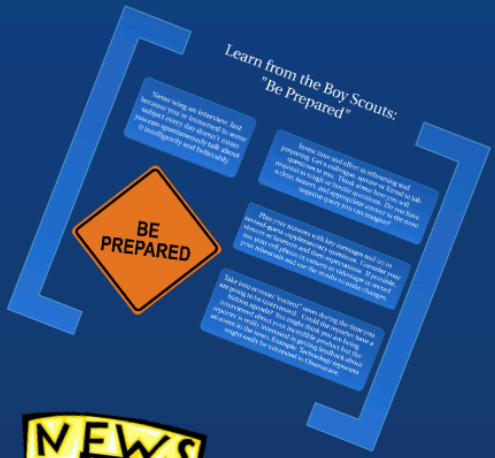

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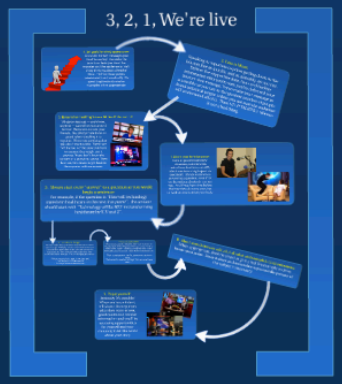

Wait! There's more...

Think about your own bio or your company's "elevator speech" ahead of time so you can quickly and easily cover the most important information if asked.

Write down the name of the reporter for easy reference during the interview.

Try to avoid technical language or jargon, unless it's absolutely appropriate during the interview.

Practice, practice, practice. Use a mirror, a colleague, a family member, etc. Try to anticipate the questions and rehearse the answers. And don't forget to practice your ad libs too – an interview is no time to go "off script."

Give the reporter the correct pronunciation of your name before the interview. If they pronounce it incorrectly, gently provide the right pronunciation.

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What to Wear...

and even more importantly, what not to wear!

- Don't wear white shirts. White is too bright and the video camera perceives it as light.

- Avoid stripes, plaids, checks and herringbone patterns. When the image of these patterns appears on camera, it causes a distracting effect called "strobing."

- Avoid black. While black can be slimming in real life, it can actually make you look heavier on video, because the delineation between your arms and torso is blurred.

- Solid-colored clothing works best when appearing on video.

- Dress to match your role. If you are a corn farmer, wear jeans and a nice shirt, but if you're a businessperson, wear a suit or business-casual clothing, depending on the interview set.

- Men and women alike should apply a little makeup before going on TV. Translucent powder will prevent shine and splotchy imperfections from being as noticeable.

- People are listening to what you have to say because you are an expert, so don't allow your appearance to unwittingly detract from your message.

- The mirror is your best friend right before you step in front of the camera. A quick check can help you look your best.

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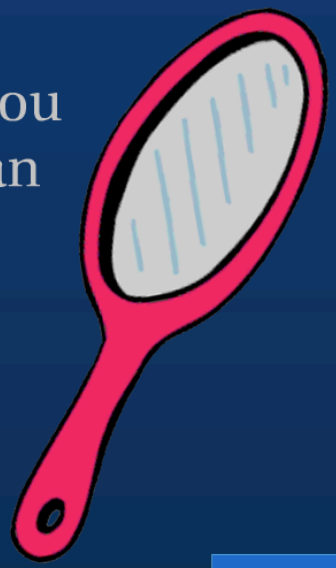

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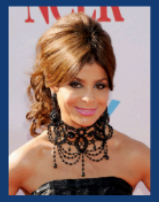
Tips Just for Women



- If you wear sparkly earrings or rings, they will distract attention from your face and reflect light as you move your head or hands while you're speaking. It's better to wear tame earrings that sit on the ear rather than dangle. Limit rings to just one on each hand.

- Be careful of revealing apparel. What you're wearing can detract from your authority and the overall message you're trying to convey. If your mom would disapprove of what you're wearing, it's probably too sexy for an interview!

- If you typically wear lots of makeup, better to go with subtler colors and minimal lipstick for a TV appearance. Less is more.

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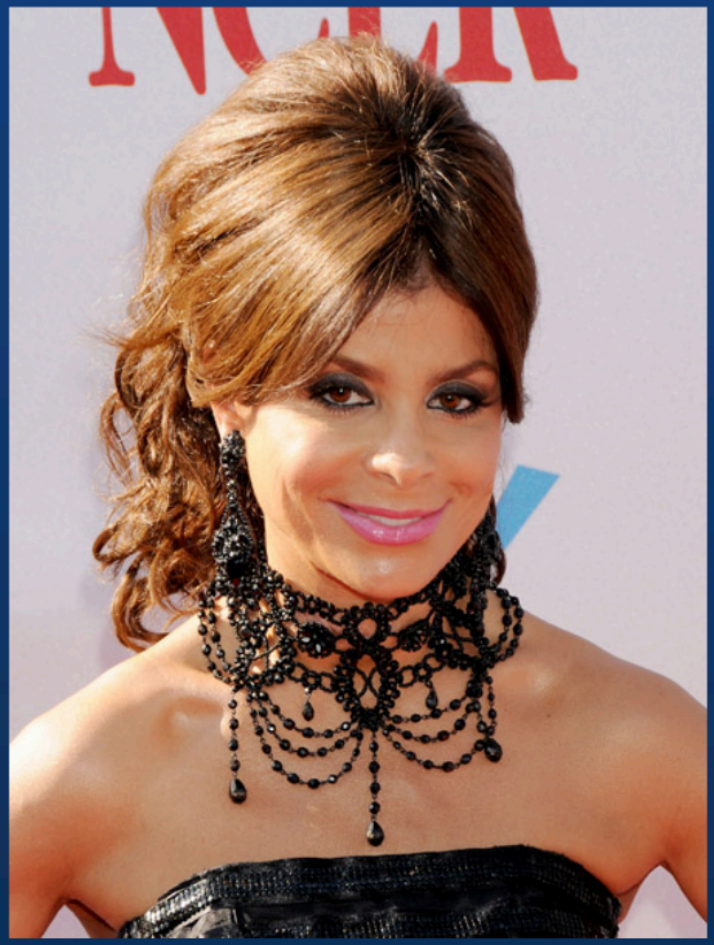

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Learn from the Boy Scouts: "Be Prepared"

Never wing an interview. Just because you're immersed in some subject every day doesn't mean you can spontaneously talk about it intelligently and believably.

Invest time and effort in rehearsing and preparing. Get a colleague, spouse or friend to lob questions at you. Think about how you will respond to tough or hostile questions. Do you have a clear, honest, and appropriate answer to the most negative query you can imagine?

Plan your answers with key messages and try to second-guess supplementary questions. Consider your viewers or listeners and their expectations. If possible, use your cell phone or camera to videotape or record your rehearsals and use the results to make changes.

Take into account “current” news during the time you are going to be interviewed. Could the reporter have a hidden agenda? You might think you are being interviewed about your incredible product but the reporter is really interested in getting feedback about an event in the news. Example: Technology reporters might really be interested in Obamacare.

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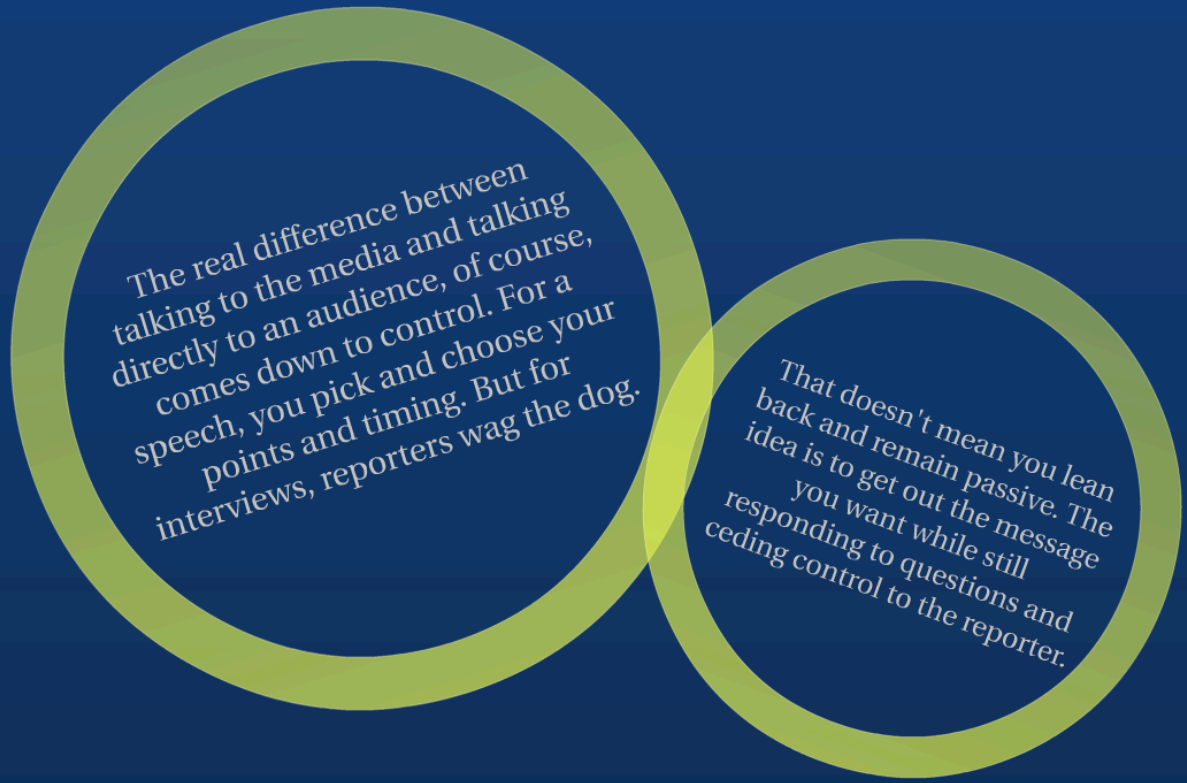
Now that you look good, does your message look as good?



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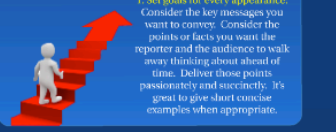
3, 2, 1, We're live

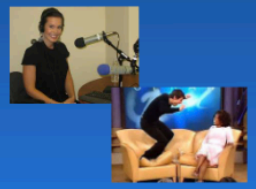


1. Set goals for every appearance: Consider the key messages you want to convey. Consider the points or facts you want the reporter and the audience to walk away thinking about ahead of time. Deliver those points passionately and succinctly. It's great to give short concise examples when appropriate.

2. Less is More: Speaking to reporters requires getting down to the bottom line as quickly, and as quotably, as you can. Deliver the supportive data, facts and backup information after you're sure you've delivered your bottom-line message. Try to make your message as accessible as you can to the greatest number of people. Avoid technical jargon unless you are sure the audience will understand all of it. Then STOP TALKING! Silence is not a bad thing.

3. Remember nothing is ever 100% off the record: Whatever you say — anywhere, anytime — can follow you around forever. Reporters are not your friends. You always have to be on guard when speaking to a reporter. Never say anything that you don't want public. Never say "off the record" because you have to assume they might use it anyway. If you don't know the answer to a question, say so. Then later on, be certain to get back to the reporter with an answer.

4. Watch your body language: Even in positive interview situations, interviewees sometimes look tense or stiff, which can have a big impact on credibility. Always smile when answering a question, even if it's on the radio and nobody can see you. And if you have time before the interview, do some exercises or walk around to relax your body.



5. Always start every "answer" to a question as you would begin a sentence: For example, if the question is "How will technology transform healthcare in the next five years?", the answer should start with "Technology will be KEY in transforming healthcare by X, Y and Z".

6. Learn how to "Bridge": This is a technique that helps you deflect an attempt to sidetrack your message. "Bridging" creates a transition so that you can move from one subject to the message you want to communicate. First answer the direct question, then transition to your message. Effective bridging phrases are:

- "Before we get off that topic, let me just add..."
- "Let me put that in perspective."
- "It's important to remember that..."

7. Listen to Refine Your Answer: When asked a question that you don't want to answer or that you don't think will get your message across, it's OK to redirect your answer in order to provide the information you think is most important. Often redirecting phrases are:

"That's a good question, but I'm getting more questions about..."

"That's a terrific question, but lately I've been asked more about..."

8. Short anecdotes can add a lot of color and oomph to your responses: When appropriate, don't be afraid to give a real life example to drive home your point. Keep it short and remember to protect the privacy of the subject if necessary.

9. Enjoy yourself: Seriously, It's possible! When you're confident, it'll show. Give reporters what they want-access, good quotes and reliable information-and you'll be accessing opportunities for yourself and your company to tell the world about your story.

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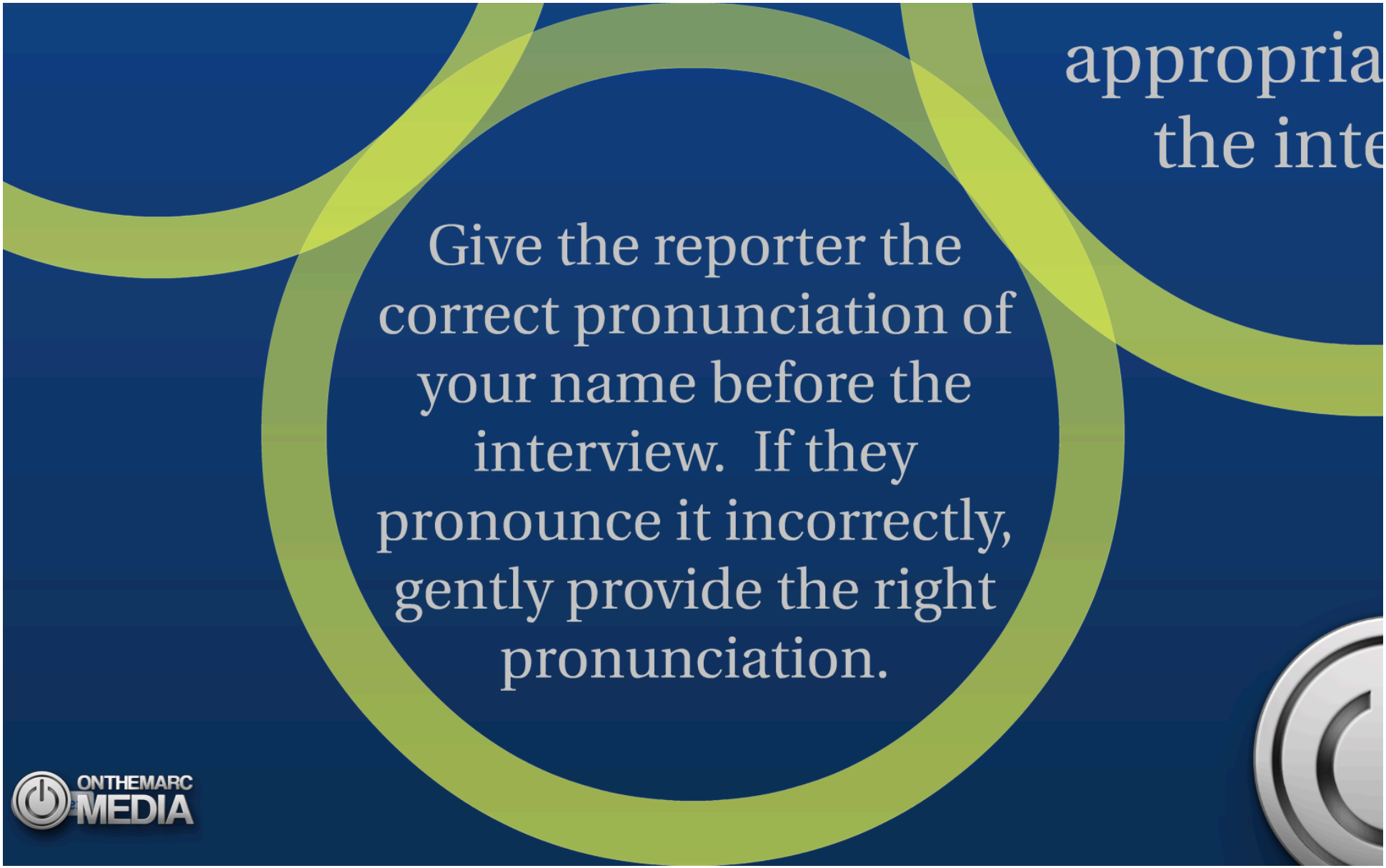
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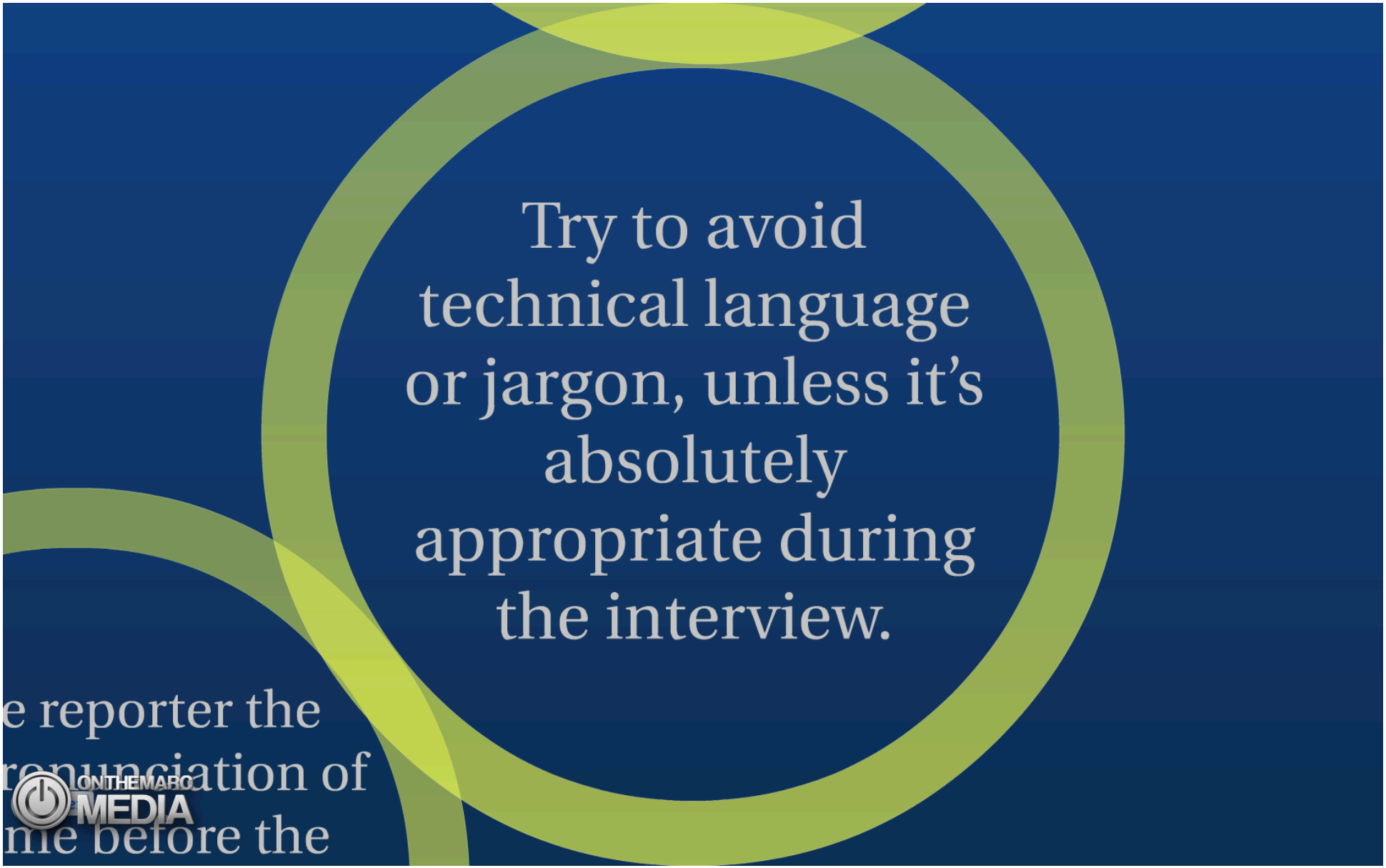
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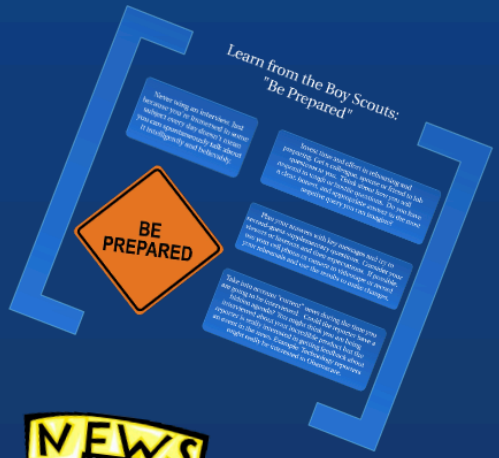

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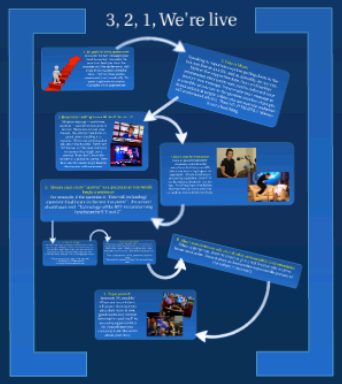

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