



**Have 360 degree vision:** you must do your homework. Research what others are saying on the subject, what your company or organisation has said, and even what you have said in the past. Then check again just before the interview to make sure nothing has changed.

**Prepare your key messages:** know what you want to say and try to deliver your messages as early on as possible. TV interviews are usually short so it's important to reach your key messages as quickly as you can.

**Live or recorded?** Find out in advance if the interview is being recorded or broadcast live. If it's live you can't be edited but neither can you stop. If you make a mistake, keep going and try to recover as quickly as possible.

**Ask for your first question:** if you have the chance before the interview begins, ask what your first question is going to be – it will help you get the interview off to a good start.

**Always try to answer the question:** as with any other interview, answer the question if you can – and then go further to reach one of your key messages and support it with a proof point.

**Handling difficult questions:** deal with difficult questions the first time they're asked. They won't go away and you will look evasive if you're asked the same question a second time.

**Ignore the camera:** in a face-to-face TV interview it's important to maintain eye contact with interviewer, ignoring the camera and other distractions such as monitors.

**Avoid written notes:** never take written notes with you into a TV studio, as you need to maintain eye contact with the interviewer. Also, you don't want to leave them behind.



**Ask for a glass of water:** before the interview begins, ask for a glass of water if you would like one. TV studio lights are hot, and you may find it helpful as the interview progresses.

**Clothes:** keep clothes plain and simple, avoiding bright colours and tight patterns – pastel shades normally work best. Also, wearing a jacket makes it easy for technicians to clip a microphone to your collar or lapel. Remember, you're there to project your messages, not your appearance.

**Assume you're on air:** as soon as you walk into the studio, assume you're on air. Don't make any unguarded comments before the interview begins – the same applies once the interview has finished.

**Posture is important:** sit upright and don't lean back or cross your legs casually. If you're standing, stand still and try not to rock – you may find that placing one leg slightly in front of the other helps.

**Use hand gestures:** using hand gestures will make you appear natural and relaxed, and can also help you to emphasise key points. Avoid closed or casual gestures such as folded arms or a shrug of the shoulders, as they will make you look defensive.

**Avoid nodding:** try to keep still as questions are asked, as it can be distracting for the audience – and you may also need to disagree with what the interviewer is saying.

**Stay where you are at the end:** resist the temptation to get up and walk away as soon as the interview ends, as you may still be visible to viewers – someone will tell you when to leave.