

## TOP 20 BROADCAST INTERVIEW SKILLS

### The 3Cs

☐ **Confidence**

☐ **Clarity**

☐ **Control**

### Preparation

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