



Radio and TV interviews

Ethos public relations regularly arranges interviews for its clients with broadcast media and offers advice in helping them to prepare for these. Here are some handy hints on how to go about planning for your 15 minutes of fame.

What is your objective?

Before any interview be clear what your objective is e.g. to talk about the work you are doing to develop a partnership etc.

Prepare 3 key messages

You don't have to just answer a journalist's questions. You need to know what you want to say and make your answers lead to those points. The ABC method (Acknowledge, bridge, communicate) is a clever way of doing this: **Acknowledge** the interviewer's question, **bridge** it by saying something like – yes, people may think this, however... - then you can **communicate** your own message.

Use a case study

Always have a case study up your sleeve to bring the issue to life and give it a human focus. This can then reflect what you are saying in a more memorable way.

Who is your audience?

Remember who is watching/listening. What are their opinions? E.g. Key 103 is radio for Manchester so it's no use talking about something that is happening in London.

Talk simply

This doesn't mean 'dumbing' down, it just means communicating clearly. Avoid jargon and technical terms that most of us just won't understand.

Body language and appearance

It is said that 7% of the impact of an interview is the words. The rest is appearance and body language. Encourage people to smile and, make eye contact. Sitting up makes you look more alert. If you talk with you hands that's fine, but put your hands back in your lap when you've finished.

And remember, we've got over 10 years experience in preparing clients for media interviews – if you need extra training and guidance then please give us a call.

© Ethos public relations