

Giving an interview

If the Reporter visits you...

Go somewhere quiet – a small room or inside a car is good. Try to ignore the microphone – it will be held about 12” away from you.

Television interview

What you look like does matter. Make-up in moderation and a relaxed but professional style are best. No white tops, zigzag patterns or herringbone fabric. If sitting down, to avoid the “bunching up” of your jacket, sit on the back of your jacket.

Telephone interview

When they first call, always ask them to phone back. Use that time to make notes – the three points you most want them to report. Don’t write a script. You’ll sound wooden.

Studio interview

Take your notes, clearly written on a small card – your three points. There will be a table and a microphone (position yourself about 12” away from it). Concentrate on the interviewer – treat it as a conversation. Don’t rustle papers.

Remote studio

You operate the equipment yourself. Don’t worry about how to do this. It will be clear when you arrive. You can’t see the interviewer, so listen hard. Answer when it’s your turn; butt in confidently if necessary. Treat it like a telephone conversation although you’ll be using headphones or an earpiece.

Phone in

You’ll have headphones on in order to hear callers. Their questions may irritate you but remain civil. Treat it like a discussion and respond positively. “That’s a good point, but the real issue here is ...”. You are free to take notes – the name of the caller or the next one you want to make etc.

Remember

Please inform the Communications team on Communications@leccofe.org or 0794 338 7265 if you are going to do a media interview.

You are talking to reporters even when an interview hasn't started yet or has ended. Don't be caught off guard. Always treat a journalist as if they are interviewing you even if you are just chatting.

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