



***How to
Do a TV
Interview
Communicating
with Ease***

This is a training tool developed by IDRC



Topics

- Prepare for interviews
- Understand media
- Structure answers
- Overcome nervousness
- Lookin' Good



Rule Number One

If you don't know the subject:
SAY NO!

Making the Pitch



- It's timely
- It affects people
- It's understandable
- It's active
- It's visual



Be Prepared

- Research the media organization
- Discuss the ground rules
- Gather facts and check info
- Prepare theme and messages
- Practice Qs and As



Shape Answers

- Think impact on people first
- Simplify to 4 to 6 points
- Develop a “message track”
- Make answers brief
- Use everyday language
- Practice

Not What You Say But How You Say It



VISUAL and
VOCAL
trump
VERBAL



The Visual

- Check background setting and noise level for interview
- Dress appropriately
- Maintain eye contact with interviewer
- Be still and sit up straight
- No fidgeting



Vocal

- It's not what you say but how you say it
- Smile. Relax your face
- Project warmth
- Speak slowly and clearly
- Don't um and ah
- Don't overreact or get angry
- Breathe!



Verbal

- Keep answers brief
- Use short sentences
- Avoid acronyms and jargon
- Less is more
- Avoid statistics

Overcome Nervousness



- Breathe!!!!
- No running to interview
- Avoid coffee and milk
- Stay cool and courteous
- Speak slowly
- Don't be afraid of pauses

Techniques to Tackle TV



- Make claim then support it
- Deflect tricky questions
- Bridge to the positive
- Don't interrupt

Techniques to Tackle TV



- Don't fill silences
- Don't answer what you don't know
- Stay cool. Never rise to bait
- Breathe!

It Also Works for Radio and Presentations!



- The same approach should be used for radio
- It also applies when giving presentations or speeches



In Summary

- Prepare
- Shape answers
- Practice
- Understand media
- Stay calm
- It's not what you say,
it's how you say it

Summary

Good luck with your TV interviews!



Checklist