Media Training: 20 Tips to a Successful Interview

Confirming the Interview:

1. When a reporter makes a request, respond quickly to assist the reporter, working with them to determine the time and location.
2. Ask the reporter about the direction of the interview so you can be prepared to speak with them.
3. As a courtesy and to ensure successful communication, contact the Broward College Media Relations Department at 954-201-7939 to make them aware of the inquiry.

Before the Interview:

4. Anticipate all questions.
5. Outline key points – Condense answers to 10 second responses.
6. Know your message – Prepare 1-3 key points that can serve as sound bites; Repeat key points, as appropriate; Do not stray from the subject.
7. Practice, practice, practice; Use a mirror.
8. Dress professionally, solid and dark colors are preferred.

During the Interview:

9. Listen carefully to the questions, pause to think about your response; Make your key points.
10. Tell the truth.
11. Speak in a normal, conversational tone.
12. If unsure of an answer, tell the reporter you’ll get back to them, providing them with a time for when you’ll get back to them.
13. Avoid jargon – Avoid words/phrases a general audience may not understand; Keep the message simple.
14. Avoid “no comment.”
15. Nothing is “off the record” – Anything you say might be used, and further, it will influence subsequent questions.
16. Be aware of body language:
   a. Speak to (and look at) the reporter, not the camera or the microphone.
   b. Stand up straight when you talk for better projection.
   c. Think about your posture; let your body language help communicate your message.
17. Don’t be afraid of silence/empty space while the reporter makes their notes.
Following the Interview:

18. Clarify a point, if needed; Don’t leave anything uncertain, allowing something to be misrepresented
19. Thank the reporter for his or her time, and agree on any follow-up, if needed
20. Contact the Broward College Media Relations Department at 954-201-7939 as a follow-up to the interview, letting them know if there is any additional information needed by the reporter, and providing information related to when the article is expected to be published or the broadcast aired.

BROWARD COLLEGE MEDIA RELATIONS

Angela Nicoletti
954-201-7939
anicolet@broward.edu