

15 Seconds of Fame...

15 Top Tips for Surviving the Broadcast Interview



The chance to appear on the television news has never been easier - local newspapers are launching video websites all the time, towns often have local tv channels and the TV News is asking for people to submit their own pieces more and more - the BBC even has its own channel - Your News - just for this reason. The so-called citizen journalist is on the rise!

The skills Morgan PR developed when its Managing Director, Nigel Morgan, was a police press officer mean we are ideally positioned to advise people on how to appear professional and to get your message across when the opportunity to appear on the news happens to you. Here we offer 15 Top Tips for Surviving the Broadcast Interview.

1. What is the interview subject? - *You should know what they want to talk to you about!*
2. Is it live or pre-recorded? - *Always choose pre-recorded if you can!*
3. Who else is taking part? - *This gives an idea of whether it could be combative*
4. How much airtime will you have? - *15 seconds or 2 minutes? You need to prepare!*
5. How will the interview be used? - *Is it for documentary or the local TV news*
6. Try to control the location - *Vital if you want to keep control*
7. Think of your **three must points** - *These are facts you have to get across!*
8. Remember the Six points: Who, What, Where, When Why & How - *Every story has them!*
9. Always ask for time to prepare! - *Preparation prevent particularly poor performance!*
10. What is your first question? - *They might just tell you and then you can practice!*
11. How you look is vital - *They should be listening to what you say!*
 - No badges, pins or brooches*
 - Avoid chequered patterns*
 - Is your tie or scarf straight?*
 - Avoid sunglasses*
12. Take a chaperone if you can - *They worry so you don't have to*
13. Illustrate the story - *If you choose the pictures you can control more of the story*
14. Avoid noisy environments and distractions - *Should be downright obvious!*
15. Turn off mobile phones – right off! - *Try to be professional so they take you seriously*

If in doubt ask the professionals - Morgan PR offers media training and handling - visit our website www.morganpr.co.uk for more information. Or call us today on 0845 00 33 666