

Taped TV Interviews

1. When given a choice, always opt to do a live interview rather than a taped interview.
2. Live formats give the person being interviewed a much greater chance of controlling the message.
3. If you have finished your answer and the reporter says nothing and looks at you like he/she wants you to say more, don't say anymore. Either stare back and say nothing or repeat your basic message.
4. Never grant an interview immediately to a reporter who shows up to your home or office unannounced.
5. Instead, ask the deadline and the subject matter. Then promise to grant an interview before deadline and then do it.
6. Out of a 30-60 minute interview, you might only get one 9-15 second quote. You've got to make it interesting - facts and figures won't cut it.
7. Reporters need sizzle; they can quote facts from the press release without using you.
8. If you screw up an answer, stop, and then start again from the beginning, just like nothing ever happened.
9. If you flubbed or stumbled while delivering a prepared sound bite, just stop; take a deep breath and start over again from the beginning.
10. Don't assume the camera isn't recording just because the light is off.
11. The interview isn't over until the reporter and cameraman have driven away.
12. If a TV reporter comes to interview you at your office, don't keep the reporter waiting for even one minute.
13. Occasionally, a reporter may scream at you or curse at you to get a reaction out of you. The viewers will never see the reporter's provocation, but your reaction will be seen.
14. If you need a moment to think about a question, take it. The dead air will usually be edited out.