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## Whether by Phone, Radio or TV: 7 Media Interview Tips for Any Medium

So you've landed a media interview and have done all your homework. You know some background on the reporter and you've prepared your key messages. So now it's time to get down to the nitty-gritty.

No matter if your interview is in person, over the phone, being recorded for radio or a podcast, or recorded on-camera for a video segment\*, the seven additional tips below will help you make sure the results of your interview are as successful as possible.

*\*Note - you may be targeted for an on-camera interview and not even know it, since many reporters bring along a Flip-Cam or iPhone to record things at the last minute these days! So always be prepared and camera-ready.*

1. Be sure to have a quiet place to conduct the interview where you won't be interrupted by anyone and remember to turn off your cell phone, radio, fans, etc.
2. If doing a phone interview, use a land line if possible. Cell phones are more likely to cut in and out and not offer as much consistency. Also be sure to turn off any call waiting or intercom alerts on the phone to avoid interruption.
3. Regardless if your interview is on camera or over the phone, remember to speak up and smile while talking. It makes a difference in how your voice sounds, makes you look better and automatically bumps up enthusiasm. Practice saying your key messages out loud before the interview to get a feel of how they'll sound.
4. If you're being recorded for a TV or video segment, try to avoid wearing clothing that has a busy pattern on it, or that is solid black, red or white. Pastel tones and blues work best. Also be sure to nix any large or bulky jewelry that might interfere with a microphone.
5. Remember to always face and answer the interviewer – not the camera – unless otherwise directed. Find a comfortable position to sit, leaning slightly forward, and don't change positions or fiddle.
6. During questions that go above and beyond your practiced key messages, be sure to be mindful of how long you're talking. Be careful not to be long winded or use too much technical jargon. Covering a lot of information is great – just be sure to break it up and speak in shorter sound bites.
7. Don't get tripped up or stop mid-interview if you stumble or make a mistake. Correct yourself and keep on going. If the interview is being recorded for video, the interviewer will stop and back up if they deem it necessary.