

BROADCAST INTERVIEW CHECKLIST

1. BEFORE ALL BROADCAST INTERVIEWS

- What is the focus of the interview?
- What will be the interview length?
- Will it be a panel?
 - If it is a panel, who are the other panelists?
- Who is the host/reporter?
- Is in-studio an option?
 - If so, is a makeup artist available for powder? (**Everyone should take advantage of this opportunity if it is available.*)
- If it is an 'analysis' interview, can the producer provide planned questions in advance? (**Be prepared for improvised questions.*)

2. SKYPE AND FACETIME INTERVIEWS

- Choose a quiet, tidy area with a neutral background and door you can lock to prevent distractions.
- Use a wired connection or locate yourself as close to your router as possible.
- Position a desk lamp just behind your webcam to cast light toward your face but do not aim the light directly at your face.
- Raise your desk or computer so that the webcam meets your eye level.
- Position yourself just over an arm's length away from the camera. Your head and shoulders should be visible in the frame.
- Secure a small sticker or a signature marker next to the webcam lens to remind yourself where to look and not to look at the computer screen.
- Arrange for a Skype or FaceTime test with television studio or UTC Media Relations to check your equipment.

3. RADIO INTERVIEWS

- If you must do an interview via telephone, opt for a landline when possible.
- Establish whether you will call studio or the other way around. Be ready for your call a few minutes early.
- Be sure to find a private room with a lock and no echo. Do not answer call waiting.
- Sit up straight, speak clearly and listen to the host.