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.