



Demonstration
Programme of
**Community
Food Initiatives**

TIPS FOR RADIO AND TV INTERVIEWS

Media Training Notes for Demonstration Programme

Limerick, 29th September 2010

MEDIA INTERVIEW PREPARATION – Summary

This document is designed as a follow up to media training for the Demonstration Programme in Limerick on 29th September, 2010. It will help you prepare for an interview with the media – in particular interviews with radio and TV. Good preparation will enable you to deliver your key messages and key points in a clear and concise manner.

QUESTIONS TO ASK BEFORE RADIO AND TV INTERVIEWS

When you receive an invitation to do a media interview – radio or TV, you should ask the following questions before you decide to accept:

- Q Why are you going on the programme?
- Q Have you anything to gain by going on?
- Q What are you going to say?
- Q How are you going to say it?
- Q What is the programme about (Topic)?
- Q Why am I being asked to speak?
- Q What's the source of information? article, report etc...
- Q What do they know already? What do they want to learn?
- Q Is it live or recorded? How long is the piece?
- Q Who else is on the programme (expert, competitor, customer)?
- Q An idea of the questions would be helpful, if possible?
- Q Who is the audience?
- Q What areas are to be covered? What is the angle?
- Q When will it go out?
- Q Is it a phone interview?
- Q Is it a panel discussion or one to one?
- Q How much preparation time is available between invitation & broadcast?
- Q What is it sandwiched between?
- Q Where will interview take place?
- Q What are parking/security arrangements?

INTERVIEW PREPARATION

Remember *Prepare, Prepare, Prepare* before Radio and TV Interviews

1. Decide who you are speaking to. Who is your Audience? Is it a potential customer, government, businesses, possible support for a project, local community, possible project participants, funders etc.
2. What do I want the Audience to think after the interview? What do they know now? What do I want them to know?
3. Always assume no knowledge on the part of the listener, so avoid jargon.
4. Three key messages are appropriate for one interview. Prioritise these messages. (Use Preparation sheet at end of this document to prepare).
5. Plan to make one or two points early in discussion rather than later.
6. Once panel starts, take every opportunity to attract the presenter's attention and make your points.
7. Balance self defence against criticism with making your point.
8. Avoid involvement in personal battles with other panel members.

9. Don't try to convert your opponent to your view point on air.
10. Make your point immediately. Say what you have to say economically.
11. Make concessions. A well placed concession, makes you look more reasonable, gives you a chance to make a point.
12. Always tackle the issue, don't attack the person.

PURPOSE OF INTERVIEW

Purpose of appearing on TV/ radio is to deliver a planned message, not to answer questions or say what interviewer wants. It's an opportunity to convince a few thousand of your message.

Identify Key Messages

- Identify your Key messages in order of importance.
- These points are the basis of everything said.
- What ever the question/angle these points should be stressed.
- Subsections can be added, depending on time, audience etc...
- Message must be simple - people are concentrating at half power
- Repetition - Say the same thing several time in different ways...rather than several things once
- Impact – People love stories/ easier to remember

Know your Audience

- Decide who you are talking to? Is it business people, house wives, customers, children, possible sponsors, teenagers?
- What do I want my audience to be thinking, saying or doing after the interview?
 - Identify your communication goal
 - Shift the audience from position A to position B

QUESTIONS & ANSWERS

Bridging

- We Answer the Question
 - Expand our answer to Build a Bridge
 - Then Make a Point and illustrate it with an example
- If asked a direct question relevant to your points you wish to make, simply make your point the way you have prepared.
- If asked a question that is indirectly relevant to the point you wish to make, expand the answer so that it covers your point.

Questions

First Question - What's the story here?

Last Question - Where do we go from here?

Keep control of the interview

- Don't talk in generalities.
- Use detailed examples to illustrate your points.

- Talking about specific examples gives you control because the interviewer doesn't know as much as you do about your topic.

Nasty Questions

- If you don't prepare answers to nasty questions you will run in to difficulties.
- Prepare answers & back up with evidence.
- Use concrete, specific interesting examples or illustrations.

Don't Know the Answer

If you don't know the answer, say you don't know – don't waffle on and prove you don't know.

Local and Provincial Media

- Best opportunity for coverage– It's a base for the local community
- Use community slots to make announcements:
 - Advertise fund-raising/ events organised
 - Present new information
 - Give reports/Results /Play requests for members
 - Present your own Radio Programme

Remember Journalists...

- See them selves as Public Interest watch dogs.
- They are always on the look out for news.

Building a source relationship with Journalists

- You supply honest, reliable, credible and transparent information.
- It takes time to develop a trustworthy working relationship with media professionals.

What Journalist Want

- Information they can't get elsewhere - Who, what, when, where, why and how?
- Confirmation or rebuttal of information they have.
- Opinions and direct quotes.

MEDIA INTERVIEW PREPARATION

What Points Am I Going to Make?	How Will I Make Those Points Interesting & Memorable?	What are the Obvious Questions?	What are the Nasty Questions?