

## **Interview Guidelines for Broadcast Media**

### **What to ask before you agree to be interviewed?**

- What is the interview about and what areas will be covered?
- What is the programme?
- What is the context?
- How long will the interview be?
- Is it live or recorded?
- Is anyone else being interviewed, and if so who?
- Where will the interview take place?

### **Points to remember when you have agreed to an interview**

- Write down 3-5 key points that you wish to get across.
- This is your interview.
- Be positive, not defensive.
- Be courteous, but cautious with journalists.
- Remember to refer to Trinity College Dublin.

### **When being interviewed**

- Concentrate on your key points.
- Use layman's terms as much as possible and avoid professional jargon and always speak simply. Remember your audience and assume in most cases that they know nothing in relation to the area in question and explain everything.
- Avoid initials or long titles.
- Correct any mistake made by the interviewer. Avoid 'ums' and 'ahs.'

### **For television**

- Be familiar with the programme format and its news values – try and watch an example of the programme in advance to be being interviewed.
- Pay no attention to the camera, look at the interviewer. Sit firmly upright in your chair.
- Don't wear anything too distracting – dangly earrings, small stripes and checks or very bright and colourful clothes.
- While make-up should be provided, wear some just in case.

## **Pitfalls**

- Be careful of questions which start – So what you are saying is – Answer in your own words. Beware of the multiple questions – only answer your point.
- Be careful of using statistics say –one in three or half – rather than 30% or 50%. Don't attack other experts in the field in question.
- Never say no comment.
- Don't get angry and avoid saying just 'No' to a question that is intended to elicit a reaction, reply with the facts.

*Contact the Media Relations team for further details:*  
<http://www.tcd.ie/Communications/media-relations/>