### TV Interviews

This quick reference guide will give readers a brief overview of the things to remember when preparing for, and participating in, a TV interview. This is designed to be read alongside the general interview and understanding the media guidance sheets.

<table>
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<th>Make sure you ask what type of TV interview you will be giving. Will it be pre-recorded or live? Will it be face to face with an interviewer or ‘down the line’, where you may not be able to see the interviewer?</th>
<th>Ask the interviewer whether they require you to look at the camera or at the interviewer and maintain your eyeline – moving your eyes around, or dropping your head, can make you look untrustworthy.</th>
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<td>Be careful with your body language.</td>
<td>When preparing, try to think of the sort of questions you may be asked and prepare answers.</td>
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<td>Be open, and try to look relaxed, even if you do not feel relaxed.</td>
<td>In the interview, keep the interview focused on the issue you have been asked to discuss and don’t allow the interviewer to go off topic.</td>
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<td>Wear smart clothing, which will give you authority, but consider your audience.</td>
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**KNOW** your audience – what sort of programme are you part of?  
Who will be watching?  

**WHAT** are you going to say?  

**WHO** are you saying it to?  
Tailor your language to the audience  

**WHY** are they asking you to say it?  
What is the story? Remember you are the authority  

**WHERE** will it take place?  

**WHEN** do they want it?  
Give yourself time to prepare