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Being Interviewed on Television

To the reader: If you are using the following information without having taken my Media Training program- please understand it is intended to serve as a list of reminders only. I look forward to the opportunity to prepare you more comprehensively through training in my studio.. or via skype.
Thanks, Joanne.

1. Be clear about who your viewers are.. and about the premise of your segment
2. Create a minimum of four Media Points- plus an extra one that will define the current landscape of your information. This set-up point should be presented first.
3. Keep your points brief and easy to follow: 4-5 simple sentences.
4. Your first sentence should ideally be a lead [rhymes with seed] line- ie. one that grabs the listeners' attention.
5. Offer to provide appropriate, supplementary video, photos or info graphics.
6. Presume you are on the record- in perpetuity- from the planning stages through the end of your interview.
7. Your interview should come across as an active chat- not as an interrogation
8. Remember that you can attach points- ie. don't come to a screeching halt.
9. On-camera presentation of authority/credibility/intelligence is in direct ratio to your perceived level of relaxation.
10. No, you don't have to force a smile.
11. Eye contact- stay with your specific designations: your interviewer.. a remote studio camera.. a smartphone lens.. or your computer's skype camera.
12. Be judicious and gracious if you must correct information posed by your interviewer.

13. The end of your interview: presume we can see you and hear you until it is 200% clear that your interview is over.

Joanne Stevens is in her 33rd year of business. She works with TV/video/radio/print/digital journalists- and with people who are interviewed by them.
www.stevensmediaconsulting.com