

PUBLIC SPEAKING TIPS: PREPARING FOR AN INTERVIEW

- ✓ **Prepare your material for the interview.**
 - Gather all the necessary information and review it before the interview.
 - Practice making your point in interesting ways using vivid language, unusual examples, illustrations or statistics.

- ✓ **Be clear about your goals.**
 - Have a clear understanding of:
 - What you want to achieve through the interview
 - Who the audience is
 - There are two main types of interviews:
 - A personality interview: the purpose is to ask questions about you.
 - An issue interview: the purpose is to ask questions about an issue or an event.

- ✓ **Be confident.**
 - Do not let nervousness prevent you from participating in an interview. You will be talking about something that you are familiar with, so do not be shy or hesitant.

- ✓ **Stay calm.**
 - Overcome nervousness by thinking of the interview as a conversation.
 - Beware not to fall into traps laid by journalists. For example some will deliberately try to make you lose your temper to make you look bad.
 - Tell the truth. Saying “I don’t know” is better than telling one small lie.

- ✓ **Confirm details.**
 - Prior to the interview, confirm the date, time and place for the interview
 - Prepare yourself for the interview based on your knowledge of the interviewer’s style and the format of the show:
 - Will the interview be live or taped?
 - Will you be interviewed alone or as part of a panel?
 - How long will the interview be?
 - Will the interview be:
 - On the record? (Whatever is said may be published and attributed by name)
 - On background? (Whatever is said may be published with an agreed upon identification – “an official spokesperson” or “well-informed source”)
 - There is no such thing as “off the record”.

- ✓ **Clarify your message.** An interview may be a few seconds or five minutes.
 - Limit yourself to the *three most important points* that you want to make.

- ✓ **Have examples ready.**
 - Prepare a brief example to illustrate each point.
 - State the facts about your issue. However, avoid giving detailed statistics in an interview because they tend to be confusing to listeners.

- ✓ **Practice.**
 - Practice with a colleague, friend or family member who will act as interviewer.
 - Try to be as natural as possible.

- ✓ **Maintain eye contact with the interviewer.**
 - Always look directly at the interviewer. Do not worry about the camera.

- ✓ **Focus on all aspects of the interview.**
 - Pay attention to the body language of your interviewer, and look for non-verbal cues.

- ✓ **Be relaxed and professional.**
 - Consider clothing that allows you to be comfortable and relaxed and will also give you confidence and a professional look.