

MEDIABOOTCAMP



Media Bootcamp Cheat Sheet

A call from a journalist or producer can strike terror into the hearts of even the most relaxed folk among us. Here are our top tips to get you through your next media interview – and shine while you're doing it!

Tips to get you through your next media interview

1. DON'T SKIMP ON THE PREP

Think about your three points and write them down. Remember, your three points AREN'T there so you can act like a polly and never deviate from them: it's less about being on message and more about crystallising your thoughts and keeping your interview on track. ALSO have a think about how you'll answer the "difficult" question (smart media talent knows there'll always be one).

2. BEFORE A MEDIA INTERVIEW, ASK HOW LONG YOU'LL HAVE

A three-minute interview on morning television is very different to a 15-minute radio segment on an afternoon program: in one, you have very little time to divert to side plots, so you need to get your message out really efficiently. In a longer interview, a little bit more context or depth (not too much though) can add something positive to your contribution. This also goes for print interviews. If the journalist only has five minutes, they'll want you to be sharp and concise.

3. ON TV, THINK HARD ABOUT WHAT YOU'LL WEAR

Just to be clear, this isn't about fashion. TV is a visual medium and you don't want viewers distracted by your outfit. You want them to concentrate on what you're saying. Did you catch Russell Brand wearing this tiger jumper on *The Project*? Yes, that's what we're saying. It's charming, but distracting.

DO

- Wear blue or pastel colours
- Wear simple, bold jewellery (if desired)

DON'T

- Wear stripes, herringbone, checks or intricate designs. They can strobe on TV
- Wear jangly or very shiny jewellery or shiny hair products

4. KNOW THE PUBLICATION/MEDIA OUTLET

Are they friendly/positive or hard nosed and analytical? Equally importantly, know the journalist, as well as the section or segment they write for: each has different goals for what they are trying to achieve. Understanding their length/tone/style/approach will give you a good starting point for thinking about the kinds of things you'll be asked.

5. IN A RADIO OR TV INTERVIEW, USE THE JOURNALIST OR PRESENTER'S NAME

There's nothing like the personal touch. Journos are people too, and using their name makes you seem relaxed and confident (if you're not, we can help!). Even if you can't manage using their name, be yourself. If you are authentic, engaging and likable people will connect to you and your message more easily.

And that brings us to our final tip...

6. BE YOURSELF

Smile, relax and be engaging. Look the journalist in the eye and don't fidget – especially not on TV or radio!

Good luck.

These tips should get you started. But if you're keen to really nail your next TV interview and understand how to tell your story in the media, on all the different platforms (TV, radio, print and online) AND to put your newfound skills into practice find out more at "[Media Bootcamp](http://www.mediabootcamp.com.au)" here.