

Social
Integrated Agency

Broadcast training



S

“I’m on the telly!” - how to prepare for TV and radio interviews

They say it’s good to talk – and that’s certainly the case in the current pandemic we find ourselves in.

Our political leaders have been sharing vital information through the airwaves like never before to tackle the Covid-19 crisis to publicise their ‘Stay at Home, Protect the NHS, Save Lives’ message.

And we’ve been lapping it up, sending national and regional broadcasters’ ratings rocketing.

It just shows that at times of national crisis like this that media relations are more important than ever and will be increasingly so in post-lockdown recovery mode.

Here at Social, we know a thing or two about getting the most out of broadcast interviews thanks to our media relations expertise and journalistic experience.

In the spirit of togetherness, we thought it only right to share a few top tips, just in case you get a call from a friendly radio or television journalist:

Key messages

Don't worry about every possible question but do try to think of the three most important things you want to say – and that they'll ensure you promote your organisation's key strengths or specific activities.

Mind your language

Do feel free to name-drop your company, but don't let jargon or acronyms slip in as that will leave viewers bamboozled. Instead rely on everyday language.

Ignorance is bliss

If you don't know an answer to a particular question, don't panic. Instead just steer the conversation towards something you do know about – a perfect opportunity to bring in those key messages.

Bridging the gap

Put on the spot with a tricky question? Instead of getting tied up in knots, use the ‘bridging’ technique - acknowledging a question before changing the flow along these lines: ‘That’s an interesting topic, what I can tell you is this...’

Role play

Practice makes perfect so make sure you play around with your key messages in a mock interview and get invaluable feedback.

Want to find out more?

We hope this helps you make the most of any potential broadcast interviews that may come your way – right from videos for social media or the full-on Newsnight experience. If you want to find out more, do get in touch with us.

Social
Integrated Agency

Bristol | Leeds | Manchester
www.social.co.uk

