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- Media environment is **competitive**, **mobile** and **interactive**, know how you will break through the noise.
- Why you engage...**protect and enhance reputation, establish trust, story is told with or without you.**
- **Relationships matter** most in times of crisis or opportunity.

The Three Cs:

Control...Establish what you want and be ready for what could come

- Before you agree to the interview, you should ask:
 - What type of paper, show, website is this? Is there a bias?
 - Who is the audience?
 - Is the journalist up to speed on our issues?
 - What do you/they want to talk about...differences?
 - Where do you fit in the story/segment?
 - What are the ground rules/attribution?
 - Is it live, taped, edited or live to tape...location??

Thinking through the answers and ramifications of these will prepare you for success

- Before the Interview begins:
 - Always arrive early.
 - Take advantage of “warm-up” or small talk at the beginning to help set the tone.
 - Make sure you are comfortable and in a good place before you begin

Comm Points...Deliver a reliable and repeatable messages

- Have three key points backed with facts/anecdotes that can be used with all anticipated questions. Don't forget to bridge and bock...think supply and demand.
 - For Print...you may be more descriptive and thoughtful in your answers, but consider how your quotes will be used in the final piece. Long stories or answers beg to be paraphrased or misinterpreted.
 - For Video...you should be much more crisp and to the point with your answers. Make sure you front load and repeat key messages.

Cosmetics...Non-verbal communication speaks volumes!

While most of these tips are for broadcast interviews, you should absolutely be mindful of appearance, body language and verbal tics in any interview or public event.

- Outfit, hair and makeup
 - Dress conservatively...
 - Men, a dark suit and a blue shirt. Avoid loud ties or ties with small patterns.
 - Women, wear a dark outfit in solid colors.
 - Don't wear white.
 - Don't wear large, shiny or noisy jewelry, avoid watches if possible
 - Never wear sunglasses or hats
 - Men should unbutton their suit jacket while seated, button it when standing. Sitting on the back of the suit jacket will help create a wrinkle-free line.
 - When deciding what to wear think about where and how a microphone will be clipped.
 - Wear contact lenses, or if possible remove glasses to avoid glare.
 - If offered makeup, accept it.
 - Men should consider shaving close to airtime.
 - Women should apply a matte finish to avoid a shiny face, blush and eye makeup slightly heavier than normal.
- Body Language:
 - If seated, sit erect but not awkwardly straight, slightly forward or toward the interviewer.
 - If standing, arms at the side, planting one foot slightly in front of the other.
 - If you gesture, do so naturally, keeping hand movements small and in front of you, avoid sudden body movement.
 - Expressions should match your message and tone words.
 - Smile if appropriate, avoid resting angry face, practice in the mirror
 - Avoid signs of nervousness like foot tapping, clenched fists, fidgeting
 - Know where to look...at the camera, the host or at fellow guests...ask if unsure.
 - Don't nod your head to indicate understanding, remain neutral until speaking
 - Hold your poise until the interview is complete and the camera is off.

Debrief every interview, know what you did well and where you can improve, and then practice...it's the only way you will get better.