

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Avoid the 5 Biggest Media Interview Mistakes

By Susan Harrow

Avoid the 5 Biggest Media Interview Mistakes by Susan Harrow

Tallulah Bankhead described working on television as *like being shot out of a cannon. They cram you all up with rehearsals, then someone lights a fuse and—BANG—there you are in someone's living room.* To be ready for your time to shoot out of the cannon, take the time to thoroughly prepare your ideas and soundbites. Television, radio and print interviewers are often focused on presenting a lively, entertaining program—not on promoting you or your products. Honing your conversational skills to include a repertoire of key phrases will keep interest focused on you and the points you want to convey.

1. When asked a question that doesn't pertain to your topic.

Sharing information with the audience you know is fascinating makes the interview move at a swift pace while making the interviewer appear as if he's doing an excellent job. For example say, *What most people want to know is...* Or, *What many people ask me about is....* Or, *What people find most surprising/useful/entertaining is....*

2. When asked a question for which you don't have a clear answer.

Stay within your area of expertise and reinforce the impression that you are knowledgeable in your field. You might say, *I don't know about that, but what I do know is....which I discuss in...(name of presentation, book, article, brochure, report etc.)*

3. When asked a question that is too general.

Ask yourself a specific question and then answer it. You might say, *I sometimes wonder how I could have written/said...* Then launch into a story, anecdote, or epiphany.

4. When asked a question that could provoke controversy.

Jean–Paul Sartre said, *Words are loaded pistols.* You can use word's explosive power in your favor by learning how to

soften your introduction before delivering controversial ideas. Former President Clinton used this technique when he talked about sensitive issues such as abortion. It's a way of acknowledging a difficult issue or position while respecting your critics' or opponents' ideas. Also, by mentioning an opposing view, you automatically diffuse it. Examples, *People who disagree with me might say....* Or, *Other people who have opposing ideas may say...but I believe...for these reasons....* Or, *What I'm about to say may make a number of people angry....* A Gaelic proverb states, *if you want an audience, start a fight.*

5. When asked a question you don't want to delve into deeply.

State facts, statistics or quote someone else who has information relevant to your point. Surrounding yourself with other experts who agree with you creates a fortress of facts that support your views. Remember, you are in charge of how you are presented to the public. Even when caught off guard, take a deep breath, reflect, and then say something that people will remember.

Learn how to handle the 4 most difficult types of interviewers in *Sell Yourself Without Selling Your Soul* (HarperCollins). Need to prepare for a meeting, promotion, presentation, job or media interview? Go to <http://www.prsecrets.com>

Copyright (c) 2002–2004 Susan Harrow, All Rights Reserved.

Preparing For Your Media Interview

Avoid the 5 Biggest Media Interview Mistakes

By Judy Jernudd

Media interviews are an important part of an overall public relations campaign. Any size company from entrepreneur to Fortune 500 can benefit from media interviews. Always arrive for a media interview prepared and early. We've seen competent CEOs drown in uncharted media waters. Being unprepared guarantees you won't get asked back. When you are contacted for any kind of media interview ask the following questions: What is the angle of the interview? Is the interview for Television, Radio, Print or the Internet? Will the reporter be interviewing anyone else for the same story? How much time will you have for the interview? What is the date the story will air?

Keep adding questions to your own checklist to help you prepare for your interviews. The following tips will help you:

Tip 1: Preview any show or publication before your interview.

Tip 2: Know what you want to talk about so you get your main messages across.

Tip 3: Prepare for the questions you expect to be asked.

Tip 4: Create 10–15 second sound bites that are memorable and get your point across.

Tip 5: Understand colors and styles that are effective for on camera interviews.

Tip 6. Create any graphs, photos, or video to enhance your story in advance of the interview.

Being prepared and knowledgeable about your impending interview will boost your confidence and help you get the most from your media experiences.

Judy Jernudd is the CEO of STARtegit, a Media Consulting and Coaching firm in Beverly Hills, California. Companies that benefit from STARtegit Media and Presentation Coaching include IBM, Mobile Corporation, Dow, NASA and the United States Postal Service. Judy is the author of "Media Star Power ABCs to Successful TF, Radio, Print & Net Interviews." More information can be found at:

Preparing For Your Media Interview
What to Say When the Media Calls
Oh, the Mistakes Spokespeople Make
How To Interview Job Applicants Like A Pro
Crazy Interview Questions

The Ultimate Guide To Acing ANY Job Interview
Secrets Revealed Of A Successful Online Marketer – Willie Crawfo
The Classified List
Press Release E–Manual

Ax Gold Collection



This Free E-Book has been brought to you by Natural-Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**