

Media Interviews: Method & Delivery



The small print

Prerequisites

Time in the workshop is precious – it is an opportunity for you to interact with the workshop leader and other participants through questions and discussions and to share your experiences and concerns. To make the most of this time we sometimes ask you to carry out learning activities ahead of the workshop so that everyone comes into the class with the same basic knowledge. We keep this prior learning to a minimum and often make use of online videos. Online videos provided through LinkedIn Learning can be accessed free of charge by University members anytime, anywhere, through a browser or app.

Your course booking will tell you if any prior learning activity is required. If you don't have an environment where you can do this learning, you can come along to one of our LinkedIn Learning sessions. These are a quiet space where you can work through videos or other workshop resources.

If you arrive for a workshop without having done the prior learning, the workshop leader may suggest that you come back on another session.

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About the workshop designer

Kieran Suchet has more than twenty years' experience teaching across the UK and Europe. His effective use of communicating ideas through text and digital media has benefitted clients ranging from university students to top level government officials and industrialists. In tandem with his work in bespoke tutoring, Kieran works as an actor and writer.

Revision history

Version	Date	Author	Comments
1.6	April 2023	Kieran Suchet	Course Book & slides updated
1.5	January 2023	Kieran Suchet	Course Book updated
1.4	March 2022	Kieran Suchet	Course Book updated
1.3	January 2022	Kieran Suchet	Slides updated
1.2	May 2021	Kieran Suchet	Slides updated
1.1	May 2020	Kieran Suchet	Created

About this workshop

This workshop helps you to learn how to communicate fluently and effectively in a broadcast interview.

What you will learn

We will discuss how to prepare both yourself and your message for a media interview appearance.

The session will be a mixture of taught elements, class discussion, practical exercises and role play. It presents a range of techniques and skills for tackling media interviews with confidence and professionalism.

What you need to know

This session is not a comprehensive coverage of all aspects of media interviews, but it is designed to draw your attention to some of the important concepts and useful skills.

If you've never been interviewed for TV or radio before, that's not a disadvantage. Equally, if you have been interviewed before, this will present an opportunity to improve and learn from your previous experience.

In this session we will cover the following topics:

- The importance of energy, body language and image
- How to prepare for your interview
- Specific requirements for different interview set-ups.
- Getting your messages across
- Dealing with difficult questions
- On & off the record
- After the interview
- How to handle a TV studio interview
- How to handle a Down the Line (DTL) interview

Learning Objective One : Preparing yourself

Think about what makes a good interview for you as a viewer: what kind of information given is of interest to you?

And what constitutes a successful interview when you are the interviewee? What makes you think it was a success or failure?

Consider the role body language plays in non-verbal communication. If you don't like an interviewee's body language, are you going to give them a fair hearing? What about on the radio? Tone, volume, pace also communicate emotion and intent.

Not everyone is blessed with charisma, but there are techniques that can enhance your presence: Remember peoples' names - really listen and respond to them. Maintain eye contact, smile, mirror their posture. People will remember how you made them feel.

Try and get some light exercise before the interview. Take a walk, clear your mind and calm your body. If space is a factor do a 5-minute breathing exercise on YouTube.

People will judge you by your clothes. Dress smartly and sensibly for a TV studio: a lapel for the radio microphone, trousers rather than skirts. No bright patterns, stripes or checks or long jewellery.

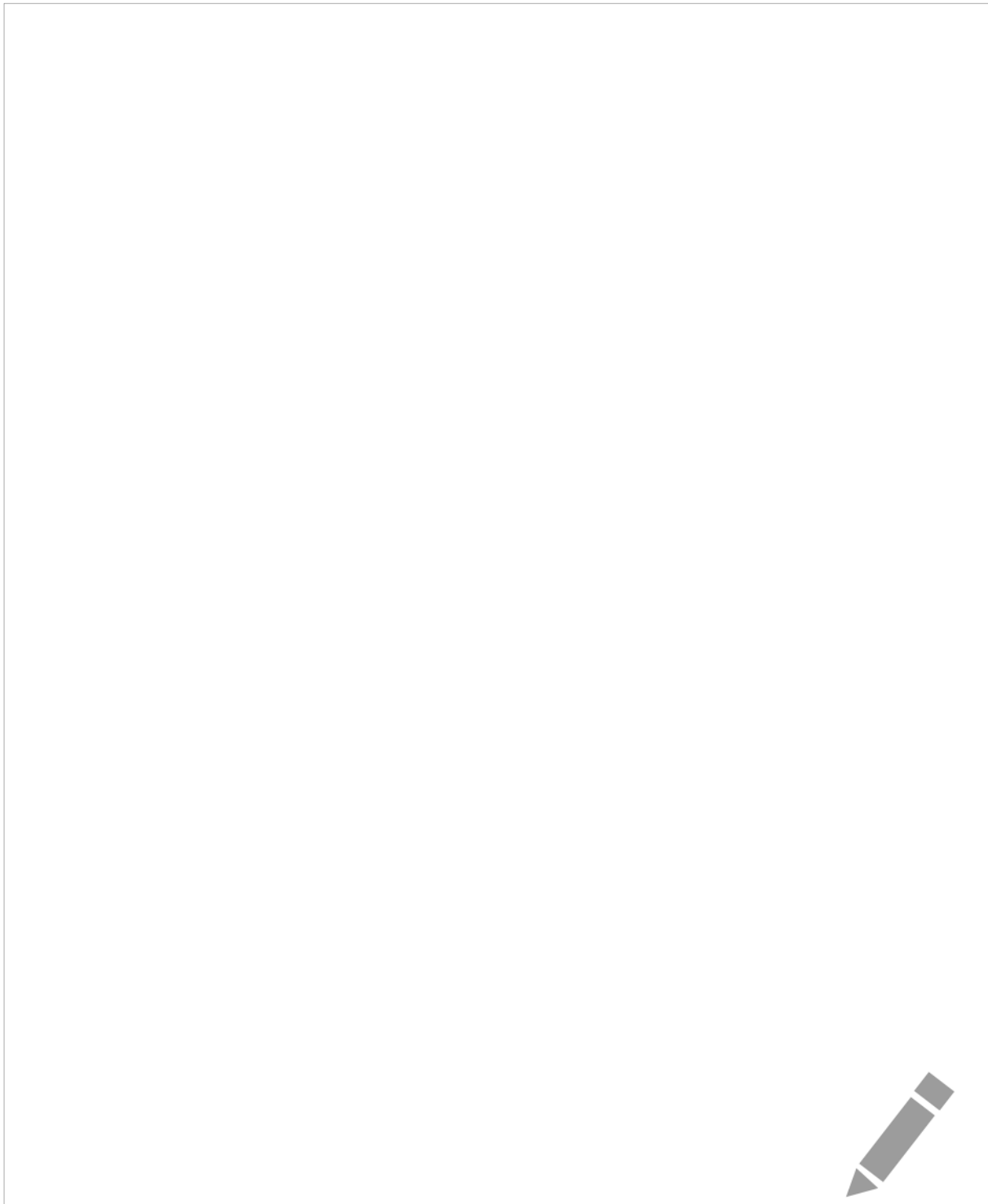


Learning Objective Two : Crafting your message

What will be the interview format: Studio? Down the line? One-to-one? Panel? Live? Pre-recorded? They each have their advantages and disadvantages. How will this affect your preparation?

Who is the interviewer? What is the programme or publication? Have you researched their style, ideology, audience? Have you researched yourself? Are you prepared for questions of a personal or political nature?

What are your talking points? Are they backed up with a soundbite(s)? Are they free of jargon, acronyms and technical terminology? Have you rehearsed them?

A large empty rectangular box with a thin black border, intended for writing. In the bottom right corner of the box, there is a small, grey, stylized icon of a pencil pointing downwards and to the left.

Learning Objective Three : Delivering on the day

If the interview is DTL give yourself time to set-up your space. Is the room well-lit? Secure and quiet? Have you tested the broadband quality? Your camera and microphone? Is your background appropriate? Have you got a phone or tablet on standby? Always look down the camera lens.

If the interview is at a studio get there early. Consider: traffic/public transport/weather. Eat light so you're not light-headed, dehydrated or stomach rumbling. Once there turn off your phone.

In the interview remember to breathe rhythmically and always look into the interviewer's eyes. Keep your answers short – don't feel pressured to fill time. Repeat your soundbite(s) to drive your message home and steer the interview onto your talking points. Make any corrections then and there – after the interview it is too late.

Do not become defensive, take anything personally, or lie. Interrupt politely and firmly. Remember who your audience is.

After the interview write a thank you note and ask if you can get a copy of the footage.

Further information

Getting extra help

The IT Learning Centre offers bookable clinics where you can get pre- or post-course advice. Contact us using courses@it.ox.ac.uk.

Study Videos from LinkedIn Learning

On our website, you will find our collection of self-service courses and resources. This includes providing LinkedIn Learning video-based courses free to all members of the University. Visit skills.it.ox.ac.uk/linkedin-learning and sign in with your Single Sign-On (SSO) credentials.

Some courses recommend pre- and/or post-course activities to support your learning. You can watch the online videos anywhere, anytime, and even download them onto a tablet or smartphone for off-line viewing.

About the IT Learning Portfolio online

Many of the resources used in the IT Learning Centre courses and workshops are made available as Open Educational Resources (OER) via our Portfolio website at skills.it.ox.ac.uk/it-learning-portfolio.

About the IT Learning Centre

The IT Learning Centre delivers over 100 IT-related teacher-led courses, which are provided in our teaching rooms and online, and we give you access to thousands of on-line self-service courses through LinkedIn Learning.

Our team of teachers have backgrounds in academia, research, business and education and are supported by other experts from around the University and beyond.

Our courses are open to all members of the University at a small charge. Where resources allow, we can deliver private courses to departments and colleges, which can be more cost-effective than signing up individually. We can also customize courses to suit your needs.

Our fully equipped suite of seven teaching and training rooms are usually available for hire for your own events and courses.

For more information, contact us at courses@it.ox.ac.uk.

About IT Customer Services

The IT Learning Centre is part of the Customer Services Group. The group provides the main user support services for the department, assisting all staff and students within the University as well as retired staff and other users of University IT services. It supports all the services offered by IT Services plus general IT support queries from any user, working in collaboration with local IT support units.

The Customer Services Group also offers a data back-up service; an online shop; and a computer maintenance scheme. Customer Services is further responsible for desktop computing services – for staff and in public/shared areas – throughout UAS and the Bodleian Libraries.

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Resources for your learning

Activities for you to practice today

In the coursebook
Work at your own pace!
Be selective



Videos with today's topics [LinkedIn Learning](#)

Follow-up work

Continue with exercises after the session
Bookable Course Clinics later

Your safety and comfort are important

Where is the fire exit?
Please tell us if anything doesn't work
The welcome area has vending machines
and a water cooler
The toilets are along the corridor outside
the teaching rooms



We are going to cover...

1 +ENERGY

2

3

4 P preparation is the key

5 I ❤️ TOUGH QUESTIONS

6 Follow up!

TODAY

In preparation for...

IN STUDIO

Created by lucky design

DOWN THE LINE (DTL)

Exercise: Presentation

Not even the professionals get it right all the time...



What makes a good online interview?

What makes an interview good as a **viewer**?

What does a successful interview mean for you as an **interviewee**?

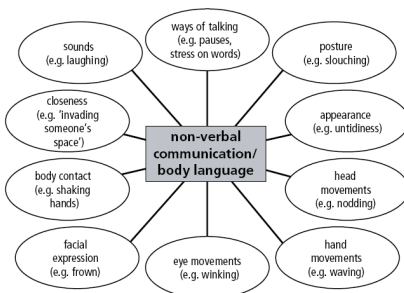
Good energy, body language & image

93%

non-verbal



*This concludes my lecture on non-verbal communication. Any comments or questions?



Presence and charisma



Psych yourself up

Exercise – Healthy body, healthy mind

Adopt these: "High Power" Poses (top row)
Avoid these: "Low Power" Poses (bottom row)

(Images courtesy of A. Cuddy, Harvard University)



Eye contact (in studio)

Keep your attention on the interviewer at all times!

- TV studio distractions:
- Cameras
 - Mics, lights
 - Technicians
 - Audience
 - Control room



Smile!

Smiling makes you look more confident and competent
BUT
It needs to be **genuine**



Eye contact - Remote interview (DTL)

Look down the camera lens **AT ALL TIMES** - do **NOT** look at your screen!

- DTL interview distractions:
- Noises off
 - Kids
 - Pets
 - Tech glitches
 - Spills



Down the Line - what not to do!

A



B



Impromptu speeches (DTL)

- Relax
- Breathe
- Smile
- Be honest
- Be diplomatic

Personal Image



Make up...



- Tips:
- Make-up (foundation) is used to conceal sweat
 - Let the Studio do your make-up
 - If concerned, ask beforehand
 - If DTL interview, then apply lightly

Appearance summary

Research

Broadcast interview formats

Studio interview On location DTL Down The Line

Interview styles



One-to-one - live



One-to-one Pre-recorded



Panel - as live



Mixed views - live

Know your Interviewer



Research yourself



Your message

5 **PRACTICE**
MAKES
PERFECT

1 **3**

2 **LEARN**
YOUR
LINES

4 **DANGER**
THIS AREA
IS OFF LIMITS

3 **Sound bites:**
5 – 10 seconds

THE INTERVIEW...just before

1 

2 

3 

Responses


REPEAT

KEEP IT
> SHORT <


OFF THE
RECORD


JARGON


NO
COMMEN
T

Be careful!



Going off course



A master class in patience...Fox News



Post-interview

1



2



3





4





Find the resources for this workshop in our IT Learning Portfolio
 Download the files (and more) from the IT Learning Portfolio at

skills.it.ox.ac.uk/it-learning-portfolio

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