

Interview Tips/Techniques

Print Interview

- A journalist will want to interview an athlete, coach or committee member of the organisation. Have as many club representatives available.
- Be ready with a few photo suggestions and make sure people are available for a shoot. Think about visual elements that could make a photo as interesting as possible.
- Preparation prevents poor performance. Prepare four or five key points you want to get across.
- A journalist may not know a lot about your sport or organisation, so you need to provide the necessary background information as briefly as possible. A one-page media release with relevant facts can help a journalist.
- Try to make your quotes as interesting and colourful as possible. There will be more chance of them being used, rather than paraphrased
- Avoid using jargon associated with your sport. Remember, you want to appeal to as many people as possible.

Radio Interview

- Consider the demographics of the radio station's listeners. Are your listeners at home, office workers, commuters, families, teenagers or retirees? Different radio stations appeal to different audiences.
- Try to relax and be natural. Do not think of it as an interview, but a conversation in which you have the chance to get your message across.
- Prepare your key points, but don't memorise them as you want to sound natural. Good presentation demands good preparation.
- For radio it is important to talk in pictures so you can create the imagery for the listener. Describe events, places, people and situations.
- Remember that radio listeners only get to hear what you say once, so speak clearly and concisely, with lots of expression in your voice. If you smile, your voice will sound better.
- Use everyday language, which you would use when talking to your friends or family.
- Try to avoid repetitive words such as 'you know' and 'like', and keep 'ums' and 'ers' to a minimum.
- Don't forget to breathe, but take care not to sniff, cough, click pens or shuffle papers. And make sure you turn off your mobile phone.

Television Interview Tips

- Try to relax and not be overwhelmed by the journalist and camera operator
- Most television interviews are pre-recorded so you can think about what you are going to say before you answer. Prepare a few short, clear, simple things

to say. If you are not happy with the way an answer is going, ask if you can start again. Obviously you would not do this during a live interview.

- Try not to move around too much. A lot of people rock back and forth, or sway from side to side when they are nervous. The camera accentuates all movements.
- Don't be afraid to brush away stray bits of hair or insects
- Caps, hats and sunglasses should be avoided. But if you want to wear a cap or hat, make sure it is pushed back as eye contact is very important for a television interview.

Source: Australian Sports Commission, "Media hints and tips"