

SKS videotips

The perfect interviewee

Part 2:

Sound good for a TV interview – some quick tips

Avoid looking around the room at other people, (this can make you look a little shifty!) Concentrate on looking at the interviewer and don't look at the camera - unless, of course, you are asked to.



Don't ramble on; keep your answers short. A sound-bite generally lasts around 10-20 seconds. Keep answers informal (TV is an informal medium), yet authoritative (but not patronising) - as if you're telling someone a piece of news they haven't heard before.

Repeat or paraphrase the question at the start of your answer, for a good sound bite. i.e. - "What do the recent changes in weather patterns mean for us?" Answer: "The recent changes in weather patterns mean..."

Avoid using jargon that only professionals know - use terms a general audience will understand. If you have to use jargon, then explain it, but keep the explanation VERY short and simple. Nicky, when asked in video about weather patterns, included "precipitation" - she then explains it: "...rain, hail, sleet or snow."

Avoid starting answers with "yes" or "well", as these will only have to be edited out afterwards and this may be difficult or impossible. Also, the words "as I said before", in the middle of a sentence, can ruin a good sound-bite. The audience won't know what you said earlier and it may be impossible to edit this out. Whatever else, make sure that before the interview ends (and this can appear to happen very fast), you say what you came to say and get your message across.

