

Interview Preparation

When preparing for an interview:

- Determine the one or two main points you want the reporter and his/her audience to remember at the end of the interview. This is your “message”. Use simple, colorful language (e.g. the CFDC is an important community resource).
- Anticipate questions and how you’ll answer them. Create a list of probable questions and practice answering them out loud. Try to use your message in every reply (you don’t have to use the exact same words).
- Gather background data and statistics and think of human interest examples (you don’t have to use people’s names).
- Role play with a colleague. Don’t skip this step! It’s critical. Another person provides a different perspective and an opportunity to practice a realistic dialogue. If you can’t find someone to role play with, practice saying the responses out loud by yourself.
- Finding a setting that is appropriate for the interview. Depending on whether it’s a radio, television or print interview, you need to create an environment where you can concentrate and where the setting won’t distract from your message. Arrange to hold your calls during the interview, find a desk that’s reasonably neat or an office that allows some privacy. When doing a telephone interview from home, if possible, turn off the call waiting function on your telephone. You need to eliminate any distractions.
- Identify any areas that you do not want to comment on. For example, if you are starting a new project it may be too soon to announce it. Wait until you know that the project is underway and experiencing success.

Source: Western Economic Diversification Canada’s Promotions Toolbox