



Guidelines for preparing for an interview

1. Too often, people worry about practicalities and appearances

- 1.1 Preparation needs to focus on WHAT YOU WANT TO SAY
- 1.2 Find someone else to sort logistics such as how to get to the venue, where to go, who to speak to etc.
- 1.3 Find out what you can from the producer prior to your interview — e.g. who else is being interviewed? What is the angle of the interview? etc.

2. What do you want to say?

- 2.1 Can you break it down into three points?
- 2.2 How do they fit together? What's the priority?
- 2.3 Simple, clear language
- 2.4 Sound bites
- 2.5 Bring your messages to life with illustrations, examples, numbers, statistics, analogies, anecdotes or stories.

3. Then think about what you might be asked

- 3.1 Make a list of all likely questions and how you plan to respond.
- 3.2 Be very clear in your mind about anything you don't want to say.
- 3.3 Don't fall into the trap of only thinking about the most difficult questions
- 3.4 Prepare for open-ended questions

4. How to answer difficult questions

- 4.1 Your objective should be to steer the conversation away from that area of questioning.
- 4.2 Don't repeat negative statements.
- 4.3 Make your counterargument concisely and then move the discussion on to what you want to talk about.
- 4.4 This is called "bridging". Bridging phrases include:



- “I wouldn’t agree with that, but what I *would* say is...”
- “But of course what is really interesting about this is...”
- “The facts do not show that. What they do show is ...”

Finally, your tone should be confident, open, enthusiastic and cooperative. It is an opportunity, not an ordeal.