



Podcast #057

Preparing for Radio & TV Interviews

Hello listeners and welcome to this week's edition of The Marketing Menu podcast with myself, Nicky, and Liz. Hello Liz!

And hello listeners. What are we talking about this week, Nicky?

So, Liz, some listeners may be fortunate enough to be invited to speak about their business on the radio or even television, maybe even a podcast. We thought it would be helpful to give some tips to make the experience a more enjoyable one.

Because people do get very, very nervous beforehand, particularly on TV.

There are some ways to prepare to beat those nerves. Firstly, you need to think about why you've been invited, so you're very clear about what it is you're expected to talk about.

Which brings us to a very good point. Make sure you put your best person forward.

Exactly. Because that may not be you, even if you are the business owner. It could be that there is another person in your team who would be a better spokesperson, particularly if they're more comfortable at being interviewed and they're not going to stumble over their words.

Do your research beforehand and find out what type of programme it is. This applies as much to local as national. Who are the listeners or viewers, who are you going to be interviewed by and what type of questions do they ask? Listen or watch previous interviews so you know what to expect and that's going to make you feel less nervous because you're more familiar with the format of the programme.

You also need to know your subject. Now, this may sound obvious but the reason we say that is because you want to be totally fluent in it so there's no chance of you missing out any key information, for example.

Which is why another member of your team may be better in some circumstances?

Yes. Now, on to the interview itself. I think this is really important. You need to listen to the questions and answer them. Now, this may sound a bit basic but when you're nervous it's really easy to mishear or not concentrate on what you've been asked so you end up blurting out the answer you think they're expecting. I don't know about you, but I quite often find myself thinking about what I'm going to say next rather than actually listen.

How many conversations have we been in with other people like that? You're aware they're not listening to what you're asking them. They're pre-empting. Also, when you're nervous, there is a tendency to speak

really quickly, so take a deep breath, keep calm and speak at a steady pace. This will help you stay focused and stick to the subject.

Another thing is to avoid speaking in jargon. Now, if your business uses a lot of acronyms or abbreviations, remember that your audience may not know what you're talking about, so you need to explain these whenever you can.

It is a good idea to speak in soundbites if you can.

What do you mean by that?

Well, the interview may be cut down so it's making sure that you get key information into everything you say. So, it's like answering the question with the question. If you're asked, when did you start your business, you would answer I started my business in 2018 rather than just 2018. This means that the interview can be edited and your answers can stand alone. Just to give you an example, I was interviewed when I was working at the university during Clearing Week and they did quite a long interview but they took sentences out of it to put in the news as a trailer for the main interview so it stood alone. The question was should students panic and my answer was students don't need to panic because, and then that led into the main interview.

As well as soundbites, I sometimes use prompt cards as well with keywords just so I have something to look back on quickly if I'm finding I'm stumbling for ideas and answers. Try to be as natural as possible. Obviously, try and keep a positive attitude and remember to mention your business several times if you can throughout the interview, but you don't want to go mad. A good interviewer will make sure you mention your website and any other contact details if they're available.

So, what are our top three tips for listeners if they're being interviewed?

Well, I think number one has to be do your research so you know what to expect. Number two would be know what your subject is and if you don't, make sure you send somebody else who does. And, ultimately, remember the interviewer isn't there to trip you up. They genuinely do want to provide an entertaining interview for their listeners, so work with them to get the best out of you.

Hope you found this helpful, listeners. Don't forget, we provide a transcript of all our podcasts on our website, themarketingmenu.com so you could download a copy of this podcast and use it as a checklist.

Until next week. It's a goodbye from me, Nicky Matthews.

And a goodbye from me, Liz Gordon.