

Tips for Television Interview

- Look at interviewer – not the camera
- Be aware of body language (posture, movement)
- Keep answers short and stay on point
- Briefly answer the question – then stop
- Use simple language, avoid jargon
- Lead with your most important points
- Stick to the facts (don't speculate)
- Correct inaccuracies, never repeat them
- Recast inaccurate questions or information “the real issue is,” “the first concern is,” “It is important to point out”

(see interview techniques for additional tips)

Dress:

- Less is more for television
- “Dress simply – unless you are a fashion designer”
- Pastels and solids work best
 - Avoid white, patterns
 - Avoid “dangly” jewelry
- **AND -- Any shade of Purple always works @ Scranton**