

NAILING YOUR FIRST TV INTERVIEW

KEY TIPS FROM AN EMMY AWARD WINNING MEDIA COACH



PATRANYA MEDIA LLC
COMMUNICATE CONFIDENCE. CONQUER

Introduction

Doing an on-air media interview, whether it be on TV, radio, digital or social media, can be a great way to share your story and promote your brand/business. But the biggest mistake you can make is not being prepared for that “opportunity to shine” which could come your way at any time.

Below you will find some key tips from Patranya Media LLC to help you stay on message and deliver your story that will connect with your audience.

Patranya's

KEY TIPS

BEFORE THE

INTERVIEW



- 1 Find out as much as you can about the interview. Things like who is interviewing you, which news station the story is being aired and the specifics about the story which you will be featured.



- 2 Ask if the reporter/producer can send you some sample questions that they will be asking so you can prepare and practice accordingly.



- 3 Send the reporter/producer a list of talking points that you are prepared to talk about to make sure everyone is on the same page.



- 4 Inquire if the interview will be taped or live and the length of the segment so you know what to expect.

Patranya's

KEY TIPS

DAY OF THE INTERVIEW



1

Get there early! Whether it's a virtual or in-person interview, give yourself plenty of time to be ready and in place so you are not running late. This will help ease the anxiety and boost your confidence.



2

Make sure you get a good night's sleep and have breakfast. Your tiredness and/or the "sound" of your hunger can be very "evident" on the air.



3

If you can, talk and build rapport with the host/reporter before the interview begins to build connection and calm your nerves.

Patranya's

KEY TIPS

AFTER THE INTERVIEW



1

Thank the interviewer and ask if you can get their contact information. This way you can connect with them for future interviews or make a correction/addition to something you said during the interview (if needed)



2

Ask for a video clip/link of the interview after it airs so you can use it later as promotional content on your website, newsletter, and social media platforms



3

Watch the interview back (even if it scares you) and give yourself constructive feedback on what you did well and what you can improve on. Also show it to your trusted mentor, friends and family for them to share their thoughts. This is the only way you can genuinely get better and shine even brighter on air!

Pat

PATRANYA



If you want to learn more about services offered at Patranya Media LLC, please email me at hello@patranyamedia.com for a complimentary session. I look forward to hearing from you!