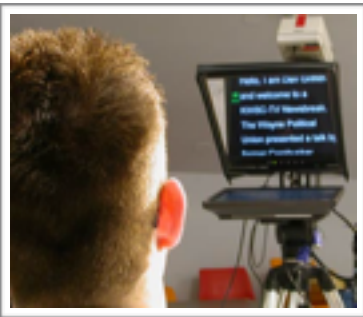


Satellite Media Tour Top 10 Strategies



1) Before the interview, write out the answers (or messages) you would love to get into the interviews.

2) Divide them into three categories and transfer it onto the [message tool sheet](#). This will make them easier to bring up.



3) Practice looking into a video camera and pretending like you are having a conversation with a real person.

(A video recording device on your cell phone or web cam works well as video camera. If you have never done a satellite TV interview, practice is imperative.)

4) Sit on the edge of your seat and lean forward 15%.

This will decrease the “camera adds 10 pounds” effect.”

5) Use your body language, especially your hands. This will make you appear more natural. Practice using your hands in the top half of your chest. This way it will be in the camera’s view.

6) Energy Energy Energy! Make sure you have great energy.

If you are not passionate about your topic, viewers won’t be either.



- 7) Know that anything you do while in the interview chair could be broadcast. This means you might be on when the interviewer is busy talking to someone else, or when questions are being asked.

- 8) Give a slight “TV Smile” during questions. It looks like you are a pleasant person and are happy to be there. Use that smile during your introduction so you don’t have the “deer in the headlights” look.

- 9) If the ear piece, *a.k.a. IFB (Interruptible Feedback Device)* pops out of your ear, calmly adjust it and push it back in. The best time to do this is when it is your turn to talk.

- 10) When the host says, “Thanks for being here” in the beginning or end of the segment, say “Thanks” or “Thank you.” Some people just sit their silently and it gets awkward.

BONUS:

- 11) After you think the interview has ended, know that you might still be on camera. Don’t roll your eyes, jump out of your seat, use profanity or anything you wouldn’t intentionally want on camera. Wait until you know 1000% that you are not being broadcast, and then STILL make sure you calmly remove your mic, ear piece, and calmly walk away.

Special Note:

If you represent an organization that has a communication policy or compliance issues, you need to know it and stick to it. You may need to have all outside interview communications go through someone else, and get approvals for speaking to the media.

