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Advance Work

Your preparation starts from the time you develop your media strategy or the minute you receive a request for an interview. You are expected to communicate information that is newsworthy.

What's the "news value" of your company, product, service, book, story or solution? What information can you deliver that benefits the viewer, listener or reader? How will your news or advice help the audience? Why would anyone care? Will it improve the condition of their lives?

Listen to the radio, watch the TV talk shows and news programs and check out online programming prior to your interview. Read the publications you're targeting to feature you, your business or product. You'll get a feel for where your message or story best fits and in which medium.



GOLD STAR TIP

Knowledge about the program will familiarize you with the format and host's/reporter's interviewing style. Consider these examples: Larry King: conversational; Bill O'Reilly: controversial; while Jay Leno and David Letterman are humorous interviewers, intentionally.