



## **Tips from ONE - Taking part in an interview**

Taking part in interviews can be nerve racking for even the most experienced spokespeople. This month's "Tips from ONE" will provide advice as to how radio interviews can be made a little less daunting.

### **Preparation**

In order to ensure you are fully prepared for your interview you should:

- Make sure you are aware of the main points you want to get across to your interviewer and the audience - write down three or four key messages that you want to get across
- Try to think how you can engineer your answers to include your key messages - find links with your main point beforehand to enable you to introduce your main points smoothly into the interview

Radio interviews could either be conducted over the phone or in the studio. It is advisable to opt for an interview in the studio if possible, as this will allow you familiarise yourself with the station and interviewer. Radio interviews will either be conducted live on-air or as a pre record - this decision is normally made by the radio station.

### **Know the media**

When speaking with different broadcast outlets, it is vitally important to tailor your language to suit the audience.

For some shows you may need to use formal language and it may be a good idea to use more traditional English. As an Information Officer it is likely that you will be required to speak to local radio or local television programmes. The style for local programmes is often friendly and informal.

*Handy Tip: always try to remember people's names and use them as often as possible to give a friendly impression.*

Prior to the interview you may be asked if you want to know the questions beforehand - this is up to the discretion of the individual. Knowing the questions can ease nerves for some people, while others may find it confusing if they have memorised answers. Not knowing the questions may mean you have to think quickly whilst being put on the spot.

### **Telling the truth**

One golden rule when taking part in an interview is to always tell the truth. Giving incorrect answers is easily done when put on the spot or if you're trying to create a good impression. If you do not know the answer then just explain that you are unsure. Let the interviewer know that you will find out the answer and get back to them.

### **No jargon**

When being interviewed it is essential not to use acronyms or 'in-house' terminology. An audience will always be sceptical of an interviewee who has to rely on jargon. Another reason for not using jargon is that people tend to switch off if they do not understand something- so in order to keep audience concentration levels high, use simple language. If it is absolutely necessary to use any jargon, explain what you mean clearly to enable the audience to understand.

### **Other key points to consider:**

- Try to be as humorous and light-hearted as possible as this gives a good impression of your and your organisation
- Think about how you would like to be perceived by your audience and keep that in mind for your behaviour as well as your language style
- Remember that you are the expert when it comes to your Lodge and Freemasonry. So don't be daunted!