



Hebrew
SeniorLife



HARVARD MEDICAL SCHOOL
AFFILIATE

Tips for Media Interviews via Video

Courtesy of HSL Communications
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Prepping for the Interview

- Review/test your audio and video settings.
- Verify the host needs you to join in via computer audio or via a landline. Each interview is different.
- Ask if this interview is live or taped, with the possibility of it being edited before airing.
- Connect via Ethernet cable vs. wireless if at all possible to maximize quality.
- Ensure your camera is at eye-level and facing you. Prepare to put your laptop or camera on stacks of books to get the camera at the right height.
- Check your lighting.
- Sit a comfortable distance away – not up close and personal but not too far away either.
- Ensure that you have a work-appropriate background, e.g., bookcases vs. messy room.
- Minimize distractions or the potential for others at home to interrupt your meeting.
- Invite only the people who absolutely need to be there to sit in. Anyone who is not speaking during the interview should not be dialing into the video call.
- Shut off all in-bound emails, notifications, etc. Mute or shut-off your phone.
- Dress as you would if you were in-person.
- Practice a few dry runs on video – be critical. What do you want to change?
- Anticipate the most likely questions and practice ahead of time.

During the Interview

- Look directly into the camera when talking.
- Mute your microphone when you are not talking (and others are).
- Remember to keep your facial expressions and body language in check – even when you are not talking, your body language is speaking volumes.
- Assume the session is being taped.
- Speak slower than your normal rhythm.
- Do not drink or eat during the interview.
- If possible, stand up to convey more positive energy. If not, sit on the edge of your chair slightly forward (vs. fully back in the seat).
- Pay attention to other speakers. Be present.
- Answer all questions simply and quickly. Short and direct responses are best.
- Feel free to use a transition sentence, e.g., “That’s a very good question,” to allow you time to collect your thoughts and take a breath before responding.
- Stay true to your key messages.

- Don't speak off the record.
- Don't knock the "competition" or anyone else.
- Be your natural self – but don't go overboard with jokes or personal experiences.

Closing the Interview

- Be prepared for the typical final question: "Anything else you'd like to add?" This is the opportunity to sum up your key messages and "wrap the interview" – it is a signal to the reporter that this information is the key take-away.
- Thank host for inviting you to participate. Smile, right up until you have clicked "Leave Meeting."
- Verify you have fully disengaged and you have closed your browser before moving on or speaking on another topic to someone in your office. If using your landline or cell, remember to hang up as well.

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