



Spokesperson/ Case Study Interview: Tips

To help prepare a spokesperson or case study, we've prepared a list of tips that might help before, during, and after the interview. These tips are relevant for any interview. However, if the interview will be filmed there are some additional points to be aware of. See page 2.

Tips for any type of interview

Before the interview:

- Ask the reporter what they are looking for you to contribute and ask who else has been or may also be interviewed.
- Prepare what you want to say – be sure of the details of the story you want to tell.
- Be prepared to speak in terms that the journalist and readers will understand, avoiding complicated medical language.
- Double-check facts/timings/key details of your story before you do the interview.
- Think about three points you want to make – this is a significant opportunity to deliver your message. Do not worry about sounding repetitious.
- Think about the questions the journalist might ask and how you want to answer that question.
- Remember that it is OK to ask to be interviewed at another time if it is not convenient – give yourself time to prepare.
- Practice out loud before you speak to the journalist.

Remember: You are not likely to see or hear the story before it is written or aired.

During the interview:

- If you get a question you are not prepared for, pause to think through carefully what you want to say.
- It is ok to say you do not know the answer to a question. You can offer to find out the answer and respond later by phone or email.
- If you are unsure of an answer or think that the journalist is referring to information you feel is incorrect, do not hesitate to suggest the HAEi website at www.haei.org for additional information.
- You don't have to answer a question if you don't want to. Try not to be led into answering. Ask the journalist to repeat the question if necessary.
- Remember that everything you say may be used in the interview, so avoid saying anything that you do not wish to read or hear at a later date.
- Always tell the truth. You can use illustrations and anecdotes to liven up and strengthen your points.
- Sarcasm, disparaging comments about others, and negativity may backfire. Avoid these as much as you can.
- Most journalists are friendly but keep the relationship polite and professional at the same time.

Remember that every HAE story is compelling and unique. Tell your story. Be confident – you are the expert.

After the interview:

- Offer to be available for any follow-up questions.



Tips for a broadcast (TV, radio) interview

Before the interview:

- Ask whether your interview will be live or recorded for broadcast later.
- As soon as you arrive, check that the interview is on the agreed subject.
- Think about what you will wear for the interview, and be aware that some radio studios have a live stream to the internet:
 - Avoid heavy patterns, shiny jewelry, and bright/ clashing colors. But don't only wear black and white.
 - Some television programs use green screen to create their background. To be on the safe side, avoid wearing anything green or that could be considered green (teal, turquoise, olive, moss, khaki, etc.). Wearing green on a green screen means that part of your body will be 'invisible'. You don't want to look like you have a floating head!
- Always take a quick check in the mirror before going on.
- Suck a sweet (not chocolate) before going on. It helps to avoid a dry mouth.
- Ask for the first question that the interviewer will use. You can consider your response to this before you start, and knowing the first question can also help calm any nerves.
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During the interview:

- Try to ignore anything going on around you in the studio.
- Sit forward in your chair. This helps you look alert.
- Always speak towards the presenter/interviewer; try not to look down at any notes or into the camera.
- Keep your breathing even and steady.
- If you need time to think, repeat the question or comment that it is an interesting question before giving your answer.

If you think you are speaking too slowly, you are probably talking at the right speed!