

Interviewee Guidelines

When you are to be interviewed on-camera, these insights and ideas will help look, sound and be your best.

CLOTHING, ETC. – Avoid fine stripes, busy patterns and all black or white (lab coat okay.) Choose solid or simple patterns with neutral colors, earth tones or jewel tones. Avoid flashy or dangly jewelry. If you wear contacts or glasses, pick contacts. Glasses without anti-reflective coating will glare under video lighting. Either arrive wearing the clothes you'll wear for the interview or bring options – different blouse/jacket or shirt/coat/tie combinations. Use oil-absorbing sheets (found at any drugstore) to blot – not wipe – your face. A little powder helps, too.

ENERGY – Whether in studio or at a remote set up, the lights and camera gear create a strange environment that can make people feel a little reserved. Boost your energy by enthusiastically engaging with the interviewer.

BODY-LANGUAGE – Vocal tone, facial expression and body-language are powerful indicators of how you feel about what you are saying. These factors communicate much more than your actual words. It's important to be in the moment. If you tell a story about when you were in school, picture yourself back there – see it in your mind's eye. If you normally gesture, please gesture. Relax, smile and have fun.

COMPLETE ANSWERS – Off-camera questions may not be included in the final product. Aim to weave the spirit of the question into each answer. (e.g. – if asked, "Why do you like working here?", You might say, "I like working here at _____ because.." or "What I like most about my job is..."

STARTING & ENDING – After you hear the question, PAUSE, take a breath, smile and then start your answer. This little gap lets you gather your thoughts and provides a good, clean edit point at the beginnings of your answers. Smile through the end of each answer and hold eye-contact with the interviewer for a few seconds afterwards to leave a good, clean edit point at the end of answers, too.

STAND-ALONE ANSWERS – For technical reasons or to give the editor options, you may hear repeated or similar questions. Avoid saying, "Again...", "As I said before..." or "Like I was saying..." Previous answers might be used in a different order or not at all. So, the "again" answer would be out of context. Treat each question as new and stand-alone – even if you feel like you've already answered it before. Try a different angle or a shorter answer.

CRUTCH WORDS – If you tend to start each answer with "So", "Well", "You know", or "Um", work to consciously stop it. Say it silently in your head or provide a big enough pause after it to provide a clean, clear start to the next word. This helps tremendously when your interview is edited later.

Anticipate questions and plan some answer, but don't memorize. Spontaneous answers always sound more sincere. Think bullet points. Use the "rule of threes" to present more memorable answers. Also, consider how you can aim to touch emotions with the stories in your answers.

If you don't like an answer, it's okay to stop and to start over (with a pause and renewed eye-contact). Making minor corrections during speaking is quite natural, however, so go with the flow if you can.

Interview quick tips:

BEFORE	DURING	AFTER
<ul style="list-style-type: none">Hydrate, avoid diuretics (coffee, tea)Coat your throat with a cough dropWarm up with vocal exercisesCheck teeth, hair, clothes in mirrorUn-stuff pockets, stash noisy keysTurn off or mute mobile phonePlan a few key messages on topic	<ul style="list-style-type: none">Sit/stand tall, lean in, be engagedListen and wait before answeringMaintain good energy and volumeUse gestures and facial expressionWeave questions into your answersKeep answers short and completeHold your smile at ends of answers	<ul style="list-style-type: none">Thank the reporter/interviewerAsk if you can get a copyReview for self-critiqueNote what you could improveSend a thank you noteOffer to be available in the futureDebrief with your team