

# SUCCESSFUL INTERVIEWS

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## PART 1: How journalists work

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### Main rules to comply with

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- Writing differences
- Styles
- Laws of proximity
- Inverted pyramid
- The concept of angle
- Reminder of the 5 W's
- Editorial policy.

### Structuring and prioritising the message

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- Adapting the message to the type of media.
- Answering interview questions, identifying the styles, the interview's background
- The message and its key points
- The role of each participant
- Telling a story
- The weight of words
- The Voice-Verb-Visual impact
- Polishing the message

## **PART 2: characterising the interview**

### **Interview techniques**

- Questions/answers
- Open and closed questions
- Difficult questions
- Tricky questions
- ‘Tips’ when meeting journalists

### **The Interviewee/Journalist/TV viewer triangle**

- What kind of mutual agreement?
- Relationship of trust
- Interviewer types
- Rights and duties of journalists
- Knowing the interviewer

## **PART 3: a few advices to prepare an interview**

### **Types of questions, directed answers**

#### **Structuring and prioritising a message**

- Getting straight to the point
- Illustrating the point by example
- Creating an ‘image’ on radio
- Disseminating a complex message
- The specific rules of a telephone interview
- The concept of approach
- Importance and use of a punchline

#### **Gestures (synergology)**

Body position, anchoring

## Reactions in difficult situations

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- Handling controversy
- Curbing aggressiveness
- Staying credible
- Complying with practice and hierarchical relations
- Getting the message across
- Setting the pace

## PART 4 : your voice: the physical instrument for your action

### Voice training

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- Voice control: breathing, intonation, phrasing, modulation, articulation, volume, colour, pitch, range, rhythm, etc.
- Getting rid of verbal mannerisms.
- Breath control
- Analysing your voice register
- Pitching your voice
- Controlling your delivery and explaining your views
- Dramatic speaking
- Knowing how to speak clearly
- Posture
- Stress management
- Relaxing

### Standing 'in the journalist's shoes'... but remaining the interviewee!

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- Drafting a column, report, text based on agency stories
- Summarising these texts to camera
- Speaking in a debate
- Answering interview questions, etc.

(To be adapted according to specific requests.)