



## **HOW TO HANDLE THE MEDIA**

### **UNDERTAKING A TELEVISION INTERVIEW WITH CONFIDENCE**

Television is about impressions if you are on screen for a minute or two people will only remember the impression you left rather than your message. The impression you create is based on what you look like and how you conducted yourself.

#### **What to wear?**

- Men should wear a suitable suit, shirt and tie. The suit should not contain a fine pattern as this can be distorted by the camera and appear fussy. Avoid white shirts as research has shown that a blue shirt with a red tie inspires confidence. If you do the interview standing button your jacket - it adds an air of authority.
- For women, a dress or skirt and blouse and or jacket comes across best. Strong colours again work best on TV - such as red or blue. Avoid heavy jewellery - unless you're a fashion designer or jeweller!
- Does your hair need washing or trimming?
- Do you need a shave?
- Arrive in plenty of time don't arrive all flustered.
- Meet the people involved in the interview and ask how you'll be introduced.
- Ask the interviewer what the first question will be and you can then plan your first answer.
- Accept make-up. It will remove the appearance of a moist upper lip.
- Women may find it helpful to do their own make-up as some shows on a cheaper budget may either not have a make-up artist or only have one that provides power to reduce shine.
- Beware of hospitality – too much alcohol or caffeine can have negative effects particularly if you are nervous

#### **Control your nerves before the interview starts**

- Feeling nervous is a bad thing. The right amount of adrenaline can give you the edge to perform at your best.

- Scared of the unknown - you can deal with this by collecting all the information about the interview.
- Fear of failure - you will be thoroughly briefed on the subject. You know the three points you want to make – focus on these
- Anticipation - before setting off, while travelling to the interview or waiting in the studio - keep yourself occupied. This could be time to tidy that case or handbag or reorganise your diary.
- Breathe deeply - Take a brisk walk - it burns up the adrenaline.
- Loosen your face muscles – visualise a happy and calming event.
- Sip water so your mouth does not go dry and find the location of the loo.

Gladeana McMahon

Head of Media Relations

Email: [media@associationforcoaching.com](mailto:media@associationforcoaching.com)

Tel: 020 8852 4854

Mb: 07711 896 185 (Media Line)