

# HOW TO: Prepare for the Interview

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Once you've confirmed media coverage of your event (or a morning show appearance, if applicable), you need to prepare your spokesperson for the interview. Start by drafting talking points for your spokesperson to use as a study guide. Keep them short and to-the-point – you don't want your spokesperson to have trouble remembering the important facts they need to make during the interview.

Practicing by conducting mock interviews is a great way to make sure your spokesperson is comfortable with the types of questions that might be asked. Take a few minutes to discuss the important topics that need to be mentioned and run-through a trial interview.

## **Taped interviews**

In most situations, your spokesperson will be interviewed at the tournament or bridge event. The reporter will ask several different questions related to the event and will edit the interview to compliment a news package – a pre-recorded, pre-produced news story – on your event. Packages often include sound bites from the interview overlapping B-roll, which could include footage of tournament play, registration or partnership desk activity.

In taped interviews, subjects are often placed in front of a wall in what's known as a stand-up shot. The reporter will then ask questions directly to the spokesperson, who will then respond to the reporter, not the camera. In any interview – taped or live – your spokesperson should ignore the camera. Have him or her act like they are having a one-on-one conversation with the reporter as if the camera isn't there.

Of course, the above is only applicable in interviews for television media. Newspaper reporters will either schedule a phone interview before an event or, if they are covering the tournament in person, will request a few minutes with your spokesperson to answer questions at that time. Print reporters generally will take notes during these interviews, but occasionally will record them to ensure accuracy in their story.

## **Live interviews**

It will be a rare occurrence that your interview will be live; in most instances, interviews are recorded and edited down to a few brief sound bites featured in a news package or recorded on tape for a newspaper story. However, morning show interviews are typically recorded live, so make sure your spokesperson is comfortable speaking off-the-cuff, with the ability to speak in general terms about bridge to the show's host.



Consider sending the morning show producer a breakdown of information you'd like covered, including key information, any phone numbers or websites that need to be featured onscreen during the interview and suggested interview questions. This not only helps the producer prepare the script for the show but can also help your spokesperson know what types of questions to expect. You can view an example of a [morning show backgrounder](#) in our tools and resources.

We provide more insight in our article on [Connecting with Morning Shows](#).

