

REMOTE INTERVIEW TIPS

Media is increasingly comfortable offering remote interviews versus requiring subjects to travel to their studio. Below are some tips for spokespeople to be prepared in the event of a remote interview.

- Phone interviews are an option, but you should also be prepared for a video interview using video conferencing tools like Google Hangouts, Skype or Zoom. Some conferencing tools require you to create a username, so be prepared for the station to add you as a contact ahead of time.
- Double check the strength of your internet connection. If possible, use a wired connection rather than WiFi for more reliable internet access.
- Do a trial run with the video conferencing software before the interview to confirm that your video and microphone are working well.
- Have the producer's contact information on-hand, and share your cell phone number with the station, in case of any connectivity issues during the interview.
- Ensure your backdrop is clear and uncluttered, and set up in an area away from any potential noise disruptions.
- Dress in business casual attire as you would for an in-person interview, and avoid distracting prints or patterns. If available, wear a branded polo or button-down shirt.