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## The Director: Star of TV and Radio

### Preparing for the Interview

- ❖ Find out the program slant and how the interviewer's position compares with yours.
- ❖ Within the theme or format of the show, determine two or three important points you want to make during the interview. Anticipate responses to questions that can be legitimately asked.
- ❖ Make certain that facts supporting your position come to mind easily and are up to date.
- ❖ Before the interview, check the morning newspaper and radio and television news shows for late-breaking stories that affect the issues to be discussed.

### Physical Setting and Body Movements

- ❖ Keep your hands off table microphones. Don't drum your fingers on tabletops or tap your feet on the floor or the side of a chair.
- ❖ Don't look down or breathe heavily into microphones hung around your neck or clipped to clothing.
- ❖ Avoid sudden body movements (standing up, leaning back in a chair, etc) that might take you out of camera range.

### Personal Appearance

- ❖ Dress conservatively. Men should wear dark suits, solid color shirts, and long socks. Women should wear a business dress or suit, preferably a solid color.
- ❖ Remove loose jewelry and prominent rings (except wedding bands). Women shouldn't wear heavy necklaces or bracelets, diamond and rhinestone jewelry, large earrings, or pins.
- ❖ Don't wear sunglasses or polar-gray glasses. Remove name tags, lapel pins, and all extraneous items attached to jackets.
- ❖ When seated, don't slouch or lean to one side. When standing, don't rock back and forth or place your hands in your pockets.
- ❖ Keep your head up so as not to look guilty when listening or talking. Avoid casting your eyes toward the ceiling.
- ❖ Try to match your facial expressions with the seriousness of the matters under discussion. Do not smile at the wrong time because of discomfort.
- ❖ Ask for make-up on your face to control perspiration and reduce light reflection.

### Oral Presentation

- ❖ Answer questions in 10 to 20 second bites. Give the headline first, then document the answers if time permits. Avoid time-wasting phrases, such as "That's a good question . . ." or "I'm glad you asked me that . . ."
- ❖ Take a second or two to frame your answer if you need it rather than thinking out loud. Do not repeat the question, especially if it's hostile. Do not repeat negative words.
- ❖ Answer only one question at a time.
- ❖ Work in your two or three key points, using conversational techniques. You might acknowledge a related question as a bridge or answer a question in such a way that the interviewer must ask a question related to one of your key points.
- ❖ Avoid using large dollar figures or other complicated statistics; percentages are better. Where possible, round off numbers or use small ones.
- ❖ Don't be defensive. Enjoy taking the offensive. Above all else, BE POSITIVE.

For additional information, consult the following publication:

Smith, Bucklin & Associates, *The Complete Guide to Nonprofit Management*. New York: John Wiley and Sons, 2000.

This information is provided by the National Volunteer Caregiving Network as part of the organization's Training and Technical Assistance outreach for members and is designed to provide program directors with resources on core areas of program management. For additional information, contact the *National Volunteer Caregiving Network* at 304.907.0428 or by e-mail at [info@nvcnetwork.org](mailto:info@nvcnetwork.org).