



Top 10 Satellite Media Interview Techniques

The time may come when you sit in a studio and talk to a series of TV news anchors in far-flung cities via satellite. This is known as a satellite media tour (SMT). You may be talking to dozens of stations in rapid succession during a single half-day sitting. Make use of the following strategies when participating in this special type of interview:

1. Look at the camera. This is one of the very few times you should look straight into the lens.
2. Realize that you will be using an earpiece.
3. If your earpiece falls out mid-interview, replace it as best you can.
4. This is not a format most people utilize on an everyday basis, so practice your technique during your media training session.
5. Drink lots of water the day before your SMT. These interviews are both mentally and physically demanding.
6. Focus on your message; allow the technicians to deal with all the equipment.
7. Request that an aide write out the name of the city you are speaking to and keep it in plain sight.
8. Review the list of media outlets you are scheduled to contact.
9. Use anecdotes and examples that are appropriate to the cities in which you will appear.
10. Keep your messages short and succinct; you won't have time to state more than two or three high-level points.

Ed Barks zeroes in on the messages and skills that executives need on a daily basis. They gain sharper verbal and nonverbal talents, more confidence, added opportunities for career advancement, and realization of long-term business goals. He speaks before corporate, association, and professional society audiences, and authored the book that advances your career and causes, The Truth About Public Speaking: The Three Keys to Great Presentations. Contact Ed at (540) 955-0600 or ebarks@barkscomm.com. Learn more at www.barkscomm.com.