



Tips for Television Interviews

- Be prepared. See “Print Interviews” tipsheet for details on what to ask in advance and how to prepare your points.
- Determine how much time has been allotted for your interview.
- Ask what the interviewer will want you to get across, then plan no more than three messages you want to communicate.
- If you plan to do experiments on air, clear them with the station ahead of time.
- Bring safety goggles for yourself, the host and any other participants.
- Make a connection between your experiment and why the average viewer should care: What does the experiment show that is related to everyday life? How does it relate to the point of the interview?
- Point out: Chemistry is a part of everyday life, it helps solve problems and improve our lives.
- If possible, mention the American Chemical Society (by name, not acronym).
- Include enough information for the audience to grasp the content and remember to speak slowly so the audience understands your points.
- Follow the first rule of broadcast media: It is your job to make the host look good. Let him/her jump in; involve them in your experiments.
- Do not wear black or white, plaids, or loud prints. A solid color that compliments your skin and hair is preferable.
- Avoid excessive jewelry, especially earrings that move when you speak.
- Email the station some suggested questions for you to answer, a lead in and a brief outline of what you would like to say. “I put this together for you, feel free to tweak it and I hope it is helpful.”
- Tweet before and after the interview. “I can’t wait to be a guest on @the show name at 6:00 tonight.” Similar tweet after the interview.
- Send a thank you note to your host, producer and whomever else you worked with to make your interview a success.
- Follow up with the host to say how much you enjoyed the interview and what a difference it made in sharing the good word about chemistry. Let them know you are available for additional interviews.