

Broadcast Interview Tips



Keck Medicine
of USC

BEYOND EXCEPTIONAL MEDICINE™

Broadcast interviews, whether via Zoom, phone or in person on campus or at a studio, are unique. To be successful, follow these guidelines.

RADIO INTERVIEWS:



Landline

Use a landline if possible, or whatever is your best line.



Strong Connection

Be sure your connection and headset is strong and static-free.



Headset

No speaker phones. Headsets are best.



Background Noise

No background noise. Keep the kids and the dog away.

BROADCAST PRO TIPS:

Most interviews will be recorded and edited. To offer the best sound bites and make it into the final cut, answer in full sentences that repeat the original question.



Q. Why is it important to get a flu shot?

A. Getting a flu shot is important because ...

Exception: Do not repeat a negative question or that will be included in your quote. Use a message point instead.

Q. Isn't it true that the anti-vaxxers could ruin it for us all?



Answer: I don't think the anti-vaxxers could ruin it, but...



Answer: Education is always a critical component of public health...



REMEMBER:

Try your best to reference Keck Medicine of USC in your responses, as appropriate.