On Air Checklist

IN THE HOURS BEFORE THE INTERVIEW

What should I wear? Clearly more important if you are in front of the camera. But always wear something that feels comfortable and does not rustle!

On TV and Skype avoid:
    detailed patterns and stripes - these can strobe
    distracting accessories

For Skype interviews:
    Assess the space in which you're planning to undertake the interview.
    - Is there a plain wall for a backdrop to limit distractions? You may wish to
      remove pictures or wipe information from whiteboards.
    - Can you maximise natural light? This is to reduce shadowing.

For studio interviews:
    Leave yourself plenty of time to get to the location. Reducing stress and
    maximising composure is important.

For all interviews:
    Ensure the production team is very clear on how you should be introduced.

IN THE MINUTES BEFORE THE INTERVIEW

For Skype interviews:
    Check the connection is working - this also will help you get used to any time lag.
    Raise the screen so that the camera is level with your eyeline. Cover the screen
    with a sheet of paper so your eyes fix on the lens and not the studio image.
    Check background noise is low.

For studio interviews:
    Accept make up - they are experts and know what will look good on air.
    Don't expect to have any interaction with the presenter before the interview
    takes place - the programme may already be live.
    Work on the assumption that microphones are open.

For all interviews:
    Be ready for anything - you might be kept waiting for ages, similarly you might be
    rushed on air (if another story falls down).
    Switch your mobile off.

ON AIR

Posture: affects tone and style. Sit up straight but look relaxed.
Keep hand gestures to a minimum but move for emphasis.
Smile only if it's appropriate. If the subject is serious then it's better to look serious.

After the interview, stay seated until directed...
Don't talk | Don't breathe a sigh of relief | Don't switch on your phone
...until your microphone has been removed and you've left the studio.