

And afterwards?

You can ask the journalist when and where the interview will be broadcasted or printed. If you would like to give further interviews, just offer it. This will increase your chance of making your research topics known to the public.

Even if not all statements from your interview are published or broadcasted, it is still a success. Editorial staff often receive clear guidelines as how long an article or broadcast may be and cannot exceed them – even if the topic contains other interesting aspects.

Particularly in interviews, single sentences are often taken out from the discussion. These original sounds can then be put into various radio formats such as moderation blocks, reports or features.

How do I get my interview?

Prior to its publication, journalists can show you the article or show your interview to you, but they don't have to. Your approval of an article is only usual for »Wortlautinterviews«.

Due to our press monitoring, we receive all newspaper and online articles in which the TU Braunschweig is mentioned by name. We archive the articles and send them to the participating institutes. Please contact us if you are looking for a specific article!

Tips for a Good Interview

- Before the interview, you should think about which core message you want to make clear.
- You should listen to the questions calmly and in concentration before answering them.
- You should formulate short and simple sentences.
- Please use few technical and foreign words or numbers.
- Please try to illustrate the topic by using examples.
- You should repeat your core message.

What is important during the conversation?

It is often helpful to imagine a friend who is not familiar with the topic and whom you would like to tell about your work. Using everyday situations and current events as examples is a good way to illustrate complex issues.

You should not use pre-formulated or memorized texts and should not expect specialist knowledge. If you don't know the answer to a question, you can be honest. If a question is unclear to you, you can ask the journalist to reformulate it.

Only publish information that can be published without problems. Do not allow yourself to be put under pressure and tell the journalist if you do not want to answer personal questions.

www.tu-braunschweig.de/presse

Are you ready for your interview or do you have further questions?

At the Communications and Press Service, we would like to support you. Please give us a call, if you would like advice on preparing your interview, or if you have general questions about dealing with journalists. We are also happy to arrange media training for you.

Contact

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Technische
Universität
Braunschweig



Interview

Communicating Science

Get Yourself Into the Conversation

With an interview you can share your expertise and ideas with the public. Use this opportunity to draw attention to your research topics or to social concerns.

What you Should Check Before the Interview

- **What** is the conversation about? What is the occasion?
- **What kind** of interview is planned?
- **How long** will the interview or shooting, including preparation, take?
- **When** is the interview supposed to take place?
- **Where** should the interview take place (studio, telephone, on-site)?
- **Who** are the interview partners?
- **When, where and in which context** will the interview be published?
- **Which** target group do you the interview intend to reach?
- Is there **any further information** about the interview, e.g. other interview partners or special local conditions?

Every medium and hence every interview is different, so take your time when preparing for one. Discussing concrete questions in advance is sometimes possible, but not usual.

If you would like support in preparing your interview, please feel free to contact us!

In black and white: Journalistic formats

- **The message**
Short information is reported, such as personnel changes or event announcements.
- **The report**
Reports are usually objective and can vary in length. They often concentrate on current topics where you as an expert are asked for explanations or assessments.
- **The portrait**
Portraits, reports and features are narrative formats in which the editor interprets the content. Here you are the focus of the article. The interviewer also asks personal questions, e.g. about your private life. Prior to this interview, there is always a preliminary talk where you can clarify which questions you do not want to answer.

Important: the Picture

An article often includes a picture. Please consider whether you can offer a suitable motive. For example, you can be photographed in your working environment to bring the picture to life. In addition, you are welcome to provide us with a portrait for our image database.

If you do not want photos of yourself or certain objects to be taken during the interview, please inform the journalist in advance.

A clear voice: Interview formats

- **The information interview**
You provide information on a current topic, e.g. data and facts on a research project.
- **The opinion interview**
Your expert opinion is requested: You should classify, evaluate and judge a fact. The short form is the statement in which only one or two short sentences with the core message are necessary, e.g. political scientist on a forthcoming election.
- **The background interview**
Your interview will not be published, but will serve as a source of better information for journalists. This helps to avoid inaccuracies in reporting – especially with technically complex topics.

What is important for audio recordings?

You should speak calmly and clearly and use your voice to underline your statements. If possible, do not use technical terms at all or explain them.

Please try to avoid background noises (e.g. clicking with a pen). If the interview takes place in your office, redirect the phone and close the window, if possible.

You should not be irritated by a »mute« counterpart in the telephone interview. The journalist cannot make any consenting sounds during the conversation, because otherwise they would be heard on the recording.

Scenes in motion: an interview in electronic media

- **The recorded interview**
Either information or opinions on a specific topic are required. The conversation is recorded and then single sentences can be cut out and incorporated into a contribution as original sounds (O-Töne). The short form is the statement.
- **The studio talk**
During a studio talk, the topic of the conversation is clarified in advance. The studio talk can be recorded or broadcasted live.
- **The live broadcast**
The journalist reports live from the location of an event. You stand next to them as a conversation partner and give short statements on a few questions.

Prepare yourself and stay relaxed

- Please prepare your schedule and environment for the interview (e.g. ask the film team for the exact schedule and duration of the shooting).
- You should formulate core messages in two to three sentences in advance.
- During the conversation, ignore the camera and do not fix the microphone. Instead, try to speak directly to your interviewer.
- You should avoid exaggerated facial expressions and gestures as well as touching your face during the conversation.
- Stay focused: The camera and microphone can also be turned on before or after the actual recording.
- You can dress comfortably and discreetly. Please avoid glittering accessories and shiny make-up.