**Checklist: Preparation for an interview**

* What you’re doing? Can you explain your job in short terms?
* What you’re wearing? Proper uniform.
* What (or who) is in the background? Choose a “fitting” location/ surroundings.
* Who is the reporter/ journalist?
* What should be the product out of the interview/photo-shooting and where should it be published?
* Are you familiar with the Topics, Facts & Figures?
* Are you prepared for the ***Worst Question!*** Then you can handle the interview easily.
* Are there any pre-interview agreements?
* Ask for the first question to prepare yourself.

**Checklist: Conducting the interview**

* Assume mics & cameras are ***always*** on. Even during funny small talk.
* Focus on the interviewer. Maintain eye contact.
* (Try) to smile! Depending on the topic.
* Make sure *you* are being concise, direct, and clear. Always insert your messages.
* Clarify ANY word or phrase you don’t understand *before* answering. Ask the reporter to redefine question. Better state, that you don’t understand than be embarrassed later on.
* Reporter can/ will “test” you with questions he precisely knows the answers to.
* Find a good balance between emotions and military leadership. Feelings are not human weakness! Soldiers are humans in uniforms!
* You said something wrong? Stop talking, ask for taking it out of the recording. Start again & be self-confident!

**Checklist: Interview slides into negative mood**

*Interviewer trying to goad you into un- professional or unguarded response, gets “sidetracked” and brings up new issues.*

* Don’t get angry. Learn difference between “anger” & righteous indignation.
* Take your time. Don’t feel compelled to talk.
* Do not respond to unknown comments of others. Stay to your topics and expertise.
* Do not repeat loaded words (picking up the ***Death Fish***).
* Bring interview back to your message (prepared Key Messages).
* Remind the interviewer of pre-interview agreement.
* Talk to the interviewer by using his name (step to the meta-communication = interrupting flow of the interview).
* Cut the interview short.

Worst case: End of interview? Do not raise your voice, don´t step out of the camera, try to smile! Give a statement by addressing the interviewer that he did not stick to the pre-interview agreement.

Inform as soon as possible the PAO about the incident (time, place, topic, witnesses, name of Interviewer).