

'Down-the-Line' Interviews

The 'down-the-line' interview has become one of the most commonly used formats in TV news today. It allows guests or multiple interviewees to be interviewed via satellite at locations all around the world at relatively low cost.

For an interview of this nature the presenter is usually in a studio and you are either speaking from a remote studio or out on location. You will have to wear an earpiece and you can't usually see the interviewer. It is not surprising then that this is a difficult format to master.

This course will teach delegates how to look natural and relaxed when staring into a camera lens. Delegates will understand the different pressures involved in this type of interview and how to cope with the demands before agreeing to take part.

Course Outline:

- When to agree/refuse to a 'down-the-line' interview
- How to cope with the earpiece
- What to expect when you arrive on location/at a remote studio
- How to prepare for a 'down-the-line' interview
- On-air behaviour, greetings and closing remarks
- How to cope with multiple interviewees

Target Delegates:

- Anyone acting as a company spokesman or industry representative
- Politicians
- Senior management who may have to deal with national and international media

Duration: 1 day

Number of Delegates: 6

Tutor: James Filleul is a former news editor of BBC Jersey, where he managed a team of journalists and set the daily news agenda. He is now the Managing Director of Direct Input, a Channel Island PR and Training company, which runs specialist communications courses. James is a high-profile figure in the Island's business communities. He has hosted the annual Institute of Directors awards dinner, presented Chamber of Commerce debates and is a regular public speaker at a variety of corporate functions.