

Thank you for agreeing to be a guest on Newswire. Below are some simple tips to help you prepare for the interview and make things run smoothly. If you have any questions, please contact News Producer Marcy Miranda at (303) 507-8583 or marcy@freespeech.org.

PREPARATION:

- Never done Skype? How to start: <http://www.skype.com/intl/en-us/support/user-guides/start-skype/> Try practicing a few times with friends or co-workers.
- Location: If possible, choose a space that is well-lit with a door that can be closed to prevent outside sound or intrusion.
- Background: Think about the area behind you. Background should be visually interesting, but not distracting. Think bookshelves, paintings, a wall with good color, etc.
- Lighting: If the room has low lighting, consider bringing in a lamp or small spotlight.
- Internet: For connection quality, Ethernet hook-ups are stronger and more consistent than Wi-Fi.
- Connection speed can be tested by going to www.speakeasy.net/speedtest. Choose the city closest to your location. A connection of 1.5 mbps or less is marginal.
- Audio: Silence mobile and landline phones. Turn off fans, air-conditioners or anything else causing noise that could be distracting.
- Camera: Adjust screen or webcam so your face is centered.
- Computer headsets really help with sound, particularly if the room is noisy or has an echo. So if you have one, please use. (Decent ones cost less than \$20.)

BODY LANGUAGE:

- Keep your eyes directed at the camera lens, not the image on the monitor.
- Avoid shifting your body position or rocking in chair while speaking.
- Don't tap the computer or table during taping. Can cause loud thumps in the audio.

INTERVIEW:

- Note: Total interview slot, including introduction and closing by interviewer, is under 5 mins. So not much time. Think ahead of time about your 3 main talking points.
- Brevity! Try to keep responses short and to-the-point. 20-25 seconds ideally, 35 seconds at the most. This will help make the conversation a more dynamic back-and-forth.
- Resist the urge to tell the whole story in a single response. The interviewer will set you up with a new question.