



Lights, Camera, Action!

Going on the Record and Perfecting Your Interview

Cheryl O'Donnell, State Assistance Regional Director, Enroll America

Television: Getting ready for your close-up!



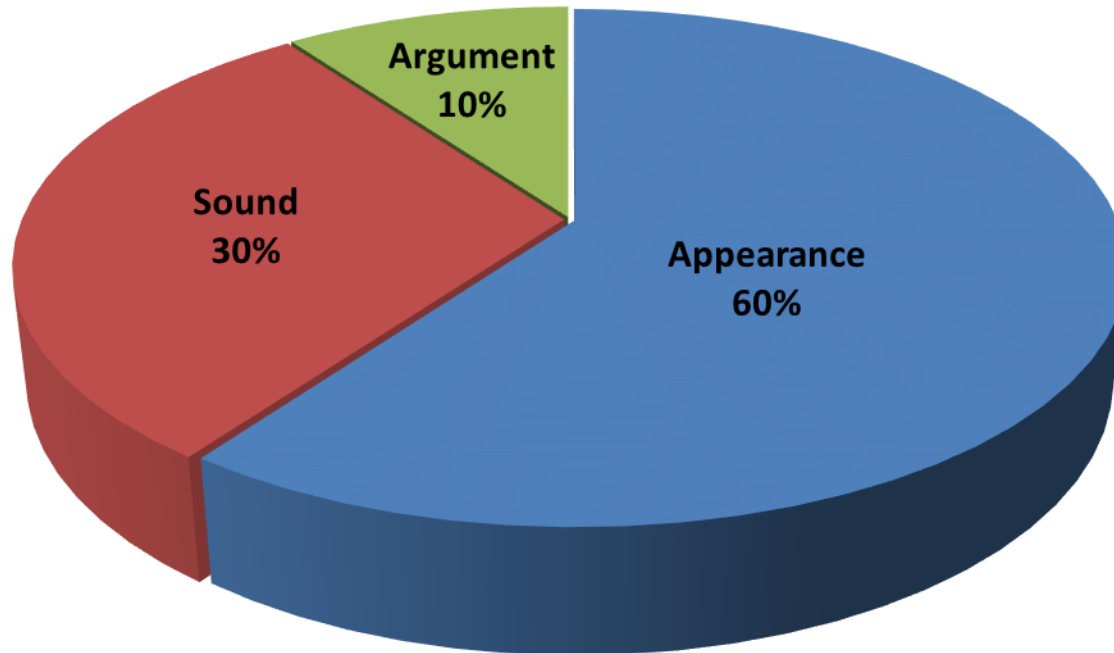
- Non-verbal communication.
- Know your core message.
- Dealing with tough questions.
- Your turn: practice your interview techniques!
- Q & A



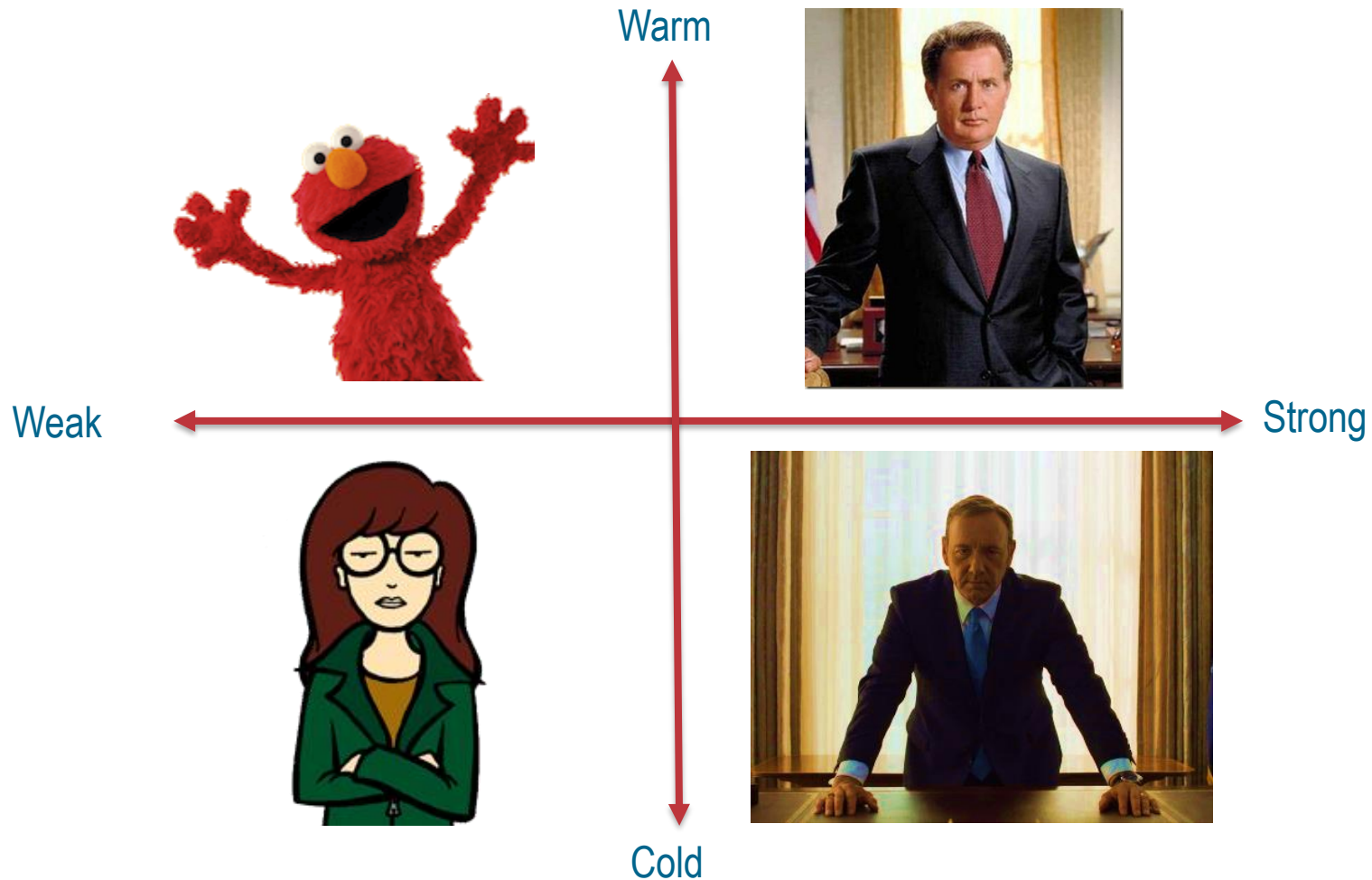
TELEVISION

**Getting Ready for
Your Close-Up!**

On TV, non-verbal communication matters!



Strength & Warmth





Successful speakers have a presence that is both relatable and formidable. They hold their ground, but avoid dismissiveness, defensiveness and anger.

For a Stand-Up Interview



For a Sit-Down Interview



- **Don't go overboard, but it is totally okay to gesture with your hands!**
- **Never look to the side off-camera – you'll look shifty!**
- **Same with looking up (don't know the answer) and down (apologetic).**





YOUR CORE MESSAGE



Speaking to Your Audience

You are NOT speaking to your interviewer, you're speaking to your audience



Give the message you want to convey, not the one you were asked about



Example of a Core Message

Financial help is available to help you enroll in a quality insurance plan, and you can get free, face-to-face enrollment help in your community.



Repeat, and often!

Don't be afraid to repeat your core message – you want to make sure your audience remembers it!



Always have a story:

Thanks to the financial help she received, Rebecca from Colorado Springs found coverage for just \$12 a month.

Use one key statistic:

Almost 9 out of 10 people who enrolled through the Marketplace received financial help to lower their costs.



Include a Call to Action

This Saturday, come down to Norlin Library at 2 pm to get help enrolling in a health plan.

OR

Visit connectforhealthco.com to sign up for a free appointment with an enrollment expert in your neighborhood.



It's Your Turn!



**Write
your core
message**





TOUGH QUESTIONS



Bad Interview Example



It's as easy as ABC!



Agree
Bridge
Convince

Agree with a shared concern: “You’re absolutely right...”

Bridge to your point:

“That’s why...” or

“What I can tell

you is...” or

“The good news is...”



Convince your audience: end strongly on **core message**.

We just talked to a consumer who said this process was too complicated, so she gave up – why can't you simplify the enrollment process?

Find a shared concern to AGREE with:

Yes, we hear a lot from consumers who have questions about the enrollment process, and what plan is best for their family.

BRIDGE to your point:

The good news is, free personalized help is available!

CONVINCE your audience:

Anyone who visits connectforhealthco.com can schedule an appointment to meet in-person with an assister in their neighborhood.



ABC Example





TIPS & TRICKS

- **Don't rush into an interview cold – take some time to practice and prepare.**
- **Learn your interviewer's name, and use it!**
- **Ask whether you should make eye contact with the interviewer or look into the camera.**
- **If you're in studio, you can ask to see yourself on the monitor, but make sure you can't see the monitor while you're giving the interview! (It can distract you)**
- **Don't talk to fast, and watch out for filler words!**

- **Hammer your core message early and often**
- **Speak to our audience, the uninsured, not to the reporter**
- **Find that ideal balance of strength and warmth and remember to smile!**





QUESTIONS?



PRACTICE



REPORT BACK