



# How to prepare for a BROADCAST INTERVIEW

(even when you're dreading it)

Hi Shelby,

*Palms are sweaty, knees weak, arms are heavy.*

Famous rap lyrics? Yes. Feeling before appearing on local or national television? Also yes — even for [Eminem himself](#) at times!

It is normal to feel nervous as the countdown begins to your broadcast interview. So...what can you do to avoid fumbling through the next three minutes?

In our latest blog post, a former broadcast news anchor (turned [Rep Inker](#)) shares her best tips for how to prepare and what messaging to focus on.

Cheers,

Steven

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## Related Posts



### [Maximizing visibility and impact: how to effectively promote your AEC firm's projects](#)

Promoting your projects is one of the most impactful ways architecture, engineering and construction firms can attract both new clients and skilled talent. But there's a fine line between gracefully highlighting your firm's strengths and being the annoying humblebragger.



### [Interacting with reporters at conferences: a guide for AEC professionals](#)

Conferences provide one of the few chances our clients have to interact easily with the news professionals who cover them and their industry. But why should you talk to them? Learn about the benefits of connecting with journalists as well as how to prepare for those face-to-face interactions before conference season heats up.

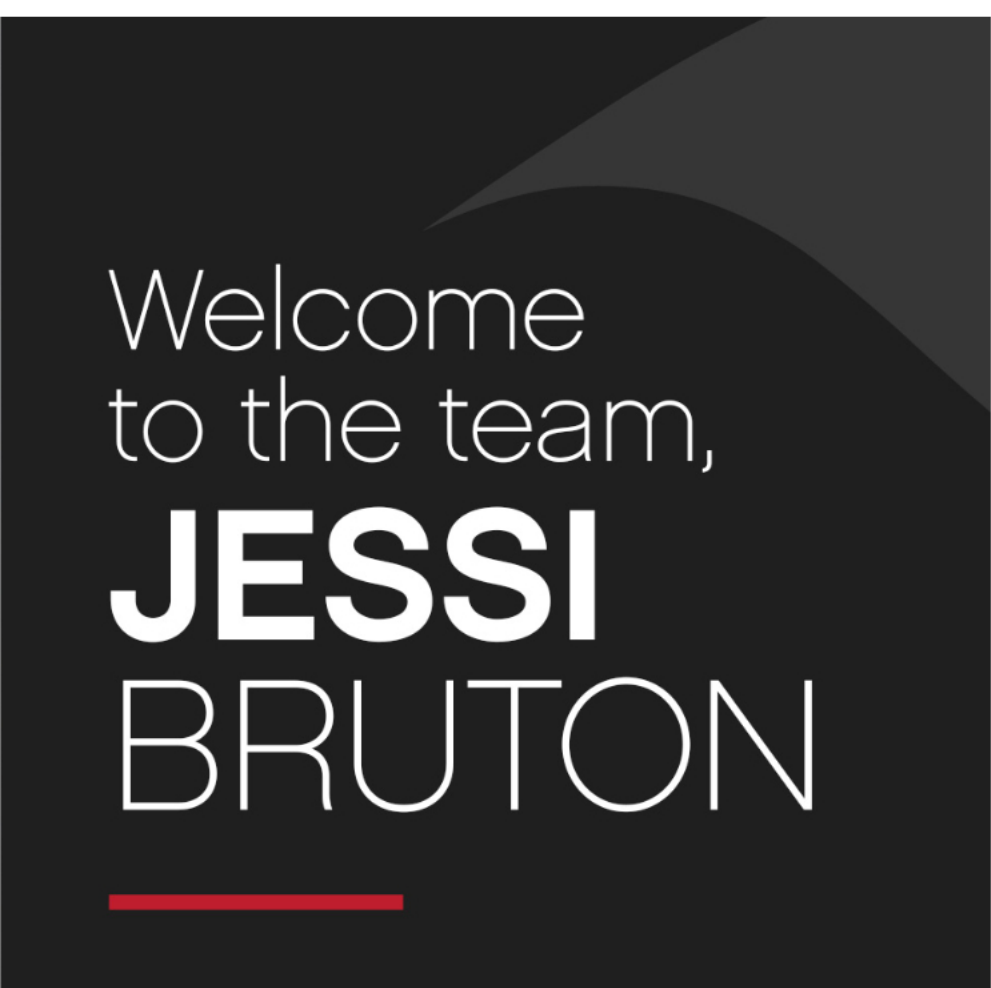
## Spill the Ink Podcast



### [Lessons from marketing a legacy construction firm on its 100th anniversary](#)

Reaching 100 years is a commendable accomplishment for any business and should be celebrated to the fullest extent. As Dana Galvin Lancour leads Barton Malow's centennial marketing campaign, she joins us to discuss the challenges and opportunities in marketing a legacy construction firm.

## WELCOME, JESSI!



Reputation Ink is proud to announce our newest team member. Jessi Bruton has joined our team as a senior creative director.

With two decades of experience in graphic design and brand strategy, Bruton brings a focused, thoughtful approach to creative solutions for our agency's clients. She is an award-winning graphic designer and has received recognition from the American Advertising Federation, HSMIA and AIGA Jacksonville. [Learn more about Jessi!](#)

<p><b>ABOUT US:</b></p> <p>Reputation Ink is a public relations and content marketing agency focused on professional services firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.</p>	<p><b>CONTACT US:</b></p> <p><b>Reputation Ink</b>                  P.O. Box 13190                  Jacksonville, FL 32206                  904-374-5733  <a href="http://www.rep-ink.com">www.rep-ink.com</a></p>
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