



COMMON INTERVIEW QUESTIONS

FOR BROADCAST MEDIA PRODUCTION MAJORS

Interviewing experiences in media can vary tremendously depending on the company and position you are seeking out. Some begin with a phone or online interview to scan candidates early and others may ask you to have an onsite interview right away. Make sure to ask if they expect to see a portfolio of work and how they would like to receive it (hard copy, digital, etc).

Most questions in the interview will be geared towards your skills and abilities, so make sure you have stories and clear examples to support your answers. Use this interview opportunity as a time to really sell why you would be a great fit for the company.

Sample Broadcasting Media Production Major Questions:

- What made you choose to apply to Broadcasting (or insert company name)?
- What are most common mistakes for Broadcast journalists and how would you solve them?
- What is your current and past involvement with film conversion, ad campaigns, mass media, on-air programming and script writing?
- What is your experience with executing a live program or a pre-recorded show or an advertisement?
- How do you feel about working with deadlines?
- Tell me a time when a deadline made you stressed out, how did you deal with this stress and still make the deadline?
- Tell me about a story that you covered well.
- If you could have covered any story over the last 12 months what would it be and why?
- What is your experience developing media for web and mobile devices?
- Explain this piece of work in your portfolio (make sure you can explain all of them with detailed stories).
- Where do you see journalism / the media moving? How would you adapt to these new platforms?
- What are some of your best qualities when looking at your previous experiences?
- What are you most proud of?
- Do you see any challenges you might face working here?

Common Interview

- Please tell me about yourself.
- What makes you interested in this position?
- What do you know about our organization?
- What do you consider your greatest strengths?
- What would former coworkers/professors/supervisors say about you if we called them as a reference?
- Why did you choose this field?
- How did your college experience prepare you for a career in this field?
- Describe the work environment that you thrive in.
- If you have ever dealt with difficult people, how did you manage conflict?



- What are your proven coping mechanisms in challenging times?
- If you are creative, where do you get your inspiration?
- Convince me you are the perfect match for our opening.
- What sort of pay do you expect to receive?
- How does your previous experience relate to the job we have open?
- How did you get along with your last boss?
- What is the hardest position you've ever held?
- Do you have any questions for us?

Top 10 Things to Consider for the Interview

- An interview is a conversation about what you can do for them; research the company and tailor your responses towards substantiating how your talents and personality match the position.
- Rehearse interview questions out loud with a friend, family member, or your Career Advisor.
- Arrive at least 15 minutes early, but enter the premises 8-10 minutes early.
- Bring copies of your resume and reference sheet with you to offer.
- Use professional language and avoid slang words such as "uh," "um," "you know," and "like."
- Body language should be professional: good posture, not slouched, good eye contact but not staring. Watch the nervous habits of twirling hair, tapping a foot, or drumming fingers.
- Smile. It'll help you --and them-- relax!
- Be prepared to offer evidence through detailed examples of times and ways and situations you used certain technical applications, characteristics, or skills.
- Collect their business cards so you can follow up with a thank you card or e-mail.
- After the interview, take notes on everything you can remember and use the experience to further develop your interview techniques.

Questions to Consider Asking the Interviewer

Adapted from this great resource: "[Three Questions to Ask](#)" by Toni Bowers, 2009

So many people are concerned with making a good impression during a job interview that they forget it's a two-way street. You're there not only to market yourself but to find out if the job and the company are a good fit for you. You should use the interview to ask questions for yourself. So what type of questions should you be asking? Here are a few:

What's an average day like here?

The question may prompt the interviewer to go into great detail about the day-to-day workings of the company, which is great information to have. If you deem it appropriate, respond to their answer with an example of how their work environment suits your style of operation.



How would you describe the culture here?

The interviewer may answer “It’s pretty laid-back,” or “It’s all business,” or “There’s a good mixture of gender and cultures.” Of course, he may also lie through his teeth; but if you’re any good at reading people, even that might be valuable.

What qualities are you looking for in the person who fills this position?

You’re looking for answers like “Someone who is good with details” or “Someone who can communicate technical issues to end-users,” etc. If the answer is “Someone who doesn’t mind skipping lunch or always being on call,” then you have some solid information on which to base your decision about the job.

Other Questions to Consider Asking:

- What is the next step in the hiring process? Or, when might you make a hiring decision?
- What tools/applications/languages do you use?
- What is your history with student interns/employees?
- What typical projects or tasks do student interns work on?
- What makes a student intern successful? What traits are best suited for your company?
- How do the various members of the team work together—who is in charge? etc.
- How would successful performance in this position be measured?
- Is there much turn over in your company?
- What’s the management style?
- Do entry-level employees get to travel to conferences? Is that a perk or are they on their own?
- What makes new college grads attractive; what should students be working on?

Top 10 Personal Values Employers Seek in Employees

- Honesty/Integrity
- Adaptability/Flexibility
- Dedication/Tenacity
- Reliability/Responsibility
- Loyalty
- Positive Attitude/Motivation
- Professionalism
- Self-Confidence
- Self-Motivated
- Willingness to Learn

Adapted from this great [resource](#); R.S.Hansen et al, 2010