

How to do a radio interview

1	Find out all you can about the interview beforehand	<ul style="list-style-type: none"> • Area of questioning? • Live or pre-recorded? • What sort of interview? • How will the material be used? • Who else is being interviewed?
2	Types of interview:	<ul style="list-style-type: none"> • In the studio: brief “head to head”, discussion panel or phone in? • Down the line: as above but in unmanned studio or radio car • By telephone: most frequent in local radio • Pre-recorded on location
3	Brief the reporter	Give your name/position, context of the story and essential facts. Make clear what you are/are not qualified to talk about.
4	Prepare what you want to say	<ul style="list-style-type: none"> • Have facts at your fingertips; anticipate questions, prepare points you want to make and make them. Always have a key point in your message. • If you have over a 20-second segment you can say lots of things about your subject including the past, present and future. • Avoid committee speak, there are always more illustrative words to use: amenity = walk, cycle and picnic; recreation = play; access = open to all.
5	Aim for two or three points only	Most radio interviews last only 3 or 4 minutes. Keep it brief. Prepare a summary to include a sound bite – a short, snappy sentence that illustrates your message clearly.
6	Make the most of your voice	Speak clearly, at a reasonable speed, in the appropriate mood.
7	Keep answers self-contained	Sounds more authoritative and reduces chances of the meaning being manipulated by editing or being used out of context.
8	Avoid jargon	Use everyday words to explain specialist concepts. Use stories and examples to illustrate your message.
9	Replying to questions.	Use the question as a springboard for your prepared answer/message.