

Getting your Art in the news: Conducting a radio interview

The Preparation

- What are they after?
(What are they *really* after?)
- Do we need to set limits?
- How long is the interview to be?
- What are your objectives?
- What is the first question?
- Always take time to prepare - have a few key messages ready
- The Final Check

The interviewer

- The presenter?
- The programme?
- Other Guests?
- Treat microphones and cameras as live!!!
- Keep it simple
- Sound-bites
- Vocabulary
- Jargon
- Arts speak
- Figures/ statistics – keep them simple
- Stay Cool
- Interruptions

- Emotion, sincerity . . . and smiling!
- Keep replies to 20 sec soundbites
- **Remember you're the expert!!**

Later

- Record any broadcasts in which you are involved so that:
 - a) You have a record of what was said
 - b) You can analyse and assess you performance.
- Take advantage of successful/unsuccessful news broadcasts to learn from the experiences of others
- Remember: Broadcasting is an acquired skill. Behind successful interviews are experience, hard work . . . and good preparation!