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## RADIO INTERVIEWS – TEN TIPS

1. Write down three key points you wish to get across. (Your ‘soundbites’) Try to make them punchy and memorable: “Oxfam helps people to help themselves” “Red Cross is about caring”
2. Have pen and paper with you to jot things down . Write down the name of the presenter you are speaking to, as a guard against ‘mental blank.’
3. Prepare well. Arrive early. Allow plenty of time to compose yourself.
4. For phone interviews find a quiet location where you will not be disturbed. If using a landline - turn off your mobile. (and vice versa)
5. If possible, have a chat to the program producer or the interviewer before you go on air. This will give you a feeling for what they will ask you, and also provide them with material to use.
6. You will be speaking to a generalist audience. Speak in a conversational way. Use human stories and practical examples to make your point. Go easy on the statistics. Watch the ‘um’s !
7. You are the expert. Things that are very familiar to you, are new to this audience. So speak fairly slowly and don’t try to impart too much information. Offer more than just yes/no but don’t ramble.
8. A little bit of humour or lightness will help. Take your cue from the interviewer. But don’t try and tell jokes unless you are very good at it!
9. The interviewer is there to help you, and keep the conversation flowing. You will be working with a professional who will ‘play to your strengths’ to ensure that the interview will flow.
10. After the interview review your performance (dispassionately, rather than self-consciously!) and focus on one aspect you will try and improve on next time.

