



Sometimes radio interviews are conducted in the studio of the radio station, other times they take place over the phone from a remote location. These tips will help you with both situations.

Tips for Remote Radio Interviews

- Be prepared. See “Print Interviews” tipsheet for details on what to ask in advance and how to prepare your points.
- Use a land line if possible. The connection will be better for broadcast.
- Turn off call-waiting.
- Get rid of distractions. Conduct the interview in a private, quiet space.
- Have a glass of water handy in case your mouth gets dry.
- Focus. This is harder on the phone than in person.
- Your body language matters even if no one can see you. Smile, use an open face, and stand. All of these convey energy and confidence.
- Before the radio interview, stand up, stretch, do deep breathing to relax.

Tips for In-Studio Radio Interviews

- Plan your trip. Know how to get to the radio station. If driving, make sure you know if, and where, parking is available.
- Show up early.
- Sit close to the microphone, no farther than a “fist-length” away.
- Connect with the host and make eye contact. Use natural gestures; they will be “heard” through the energy they give to your voice.
- Look at the interviewer and speak like you’re talking to a friend, colleague or spouse. Avoid jargon, acronyms or language a lay audience is not likely to understand.
- Exude confidence and comfort with the interviewer— the listener will feel confident and comfortable with you. The interview is not a Q & A, it is a conversation.
- Impress the audience with your gracious handling of an angry/inappropriate caller, if you invite people to call. Maintain the highground and keep your cool.