

A short guide to radio interviews

Interviewing is an important skill for any broadcaster.

Interviews usually occur for one or more of the following reasons:

- Promotion of an artist/event or new release book/album/film
- Consultation with an expert (A plague of toads has taken over Melbourne - you talk to a toad expert to find out why)
- To add an outside voice or perspective to the program.

Here are some key steps to a top interview:

Research: Know your interviewee and what it is you're focusing on.

Angle: Work out how you're going to tackle the conversation. You might frame it as an open discussion, or hone in on a specific point that you and the audience would find particularly interesting.

Preparation: After your research you'll be armed with your extensive knowledge of the interviewee and the topic of the conversation. Prepare a script with a written introduction, 4-8 questions pre-prepared and a written conclusion to the interview. This is called an *interview brief*.

During the interview: Treat it like a conversation. Don't ask your questions like a robot - if they bring up an interesting point you think is worth exploring further you don't have to follow your interview brief.

ALL interviews on SYN need to be booked through the Talks Department.

Contact
talks@syn.org.au if you would like to book an interview for your show.