

Radio Interviews

All of the “non-visual” [television tips](#) apply to radio interviews as well. Here are a few additional guidelines:

- On the radio, your voice establishes your image. Don't speak in monotone. Modulate your voice and try to make it as expressive as possible.
- Speak at a normal level of loudness. Stress key points by raising your intensity level and pitch, not your voice.
- Use words to create an image or paint a picture of your story for the audience. Examples, anecdotes and illustrations are even more important in radio than in other media. If you're part of a news story, try to localize your examples.
- Whenever possible, personalize your delivery. If you're part of a talk program, ask what the host/hostess prefers to be called and try to put the interview on a first-name basis.
- Feel free to have notes in front of you to remind you of message points, key facts and figures, etc.
- If responding to listener calls, don't let a hostile caller anger or fluster you. Make your points firmly and politely and back up assertions with facts. Take the “high road” by responding to the issue behind the question, not the specific charge.
- Stay on message! Stay on message! Stay on message!