

RADIO INTERVIEW



-Dr. Pirshant Kumar, Associate Professor
Department of Media Studies

Table of Contents

- ✦ **What is radio Interview?**
- ✦ **Definition of radio**
- ✦ **Types of Interviews**
- ✦ **Components**
- ✦ **What the Interviewee should know?**
- ✦ **Radio Interview Tips**
- ✦ **Do's and Don'ts**
- ✦ **A good Interview Essentials**
- ✦ **During the Interview**
- ✦ **Winding up**
- ✦ **After the Interview**
- ✦ **References**

What is radio Interview?

The aim of an interview is to **provide**, in the interviewee's own **words, facts, reasons or opinions** on a particular topic so that the listener can form a conclusion as the validity of what he or she is saying. The interview is essentially a spontaneous event. Any hint of its being rehearsed damages the interviewee's credibility to the extent of the listener believing the whole thing to be 'fixed'. For this reason, while the topic may be discussed generally beforehand, **the actual questions should not be provided in advance.**



“The main aim of the interview is to convey the message of a person through his own voice in a given topic”

–Robert Mcliesh

Types of Interviews

- ✿ **The Informational Interview**
- ✿ **The Interpretive Interview**
- ✿ **The Emotional Interview**

Informational Interview

To impart information to the listener. The sequence in which this is done becomes important if the details are to be clear. Topics for this kind of interview include: the action surrounding a **military** operation, the **events** and the proposal contained in the city's newly announced **development plan**.



The Interpretive Interview

The Interviewer supplying the facts and asking the interview either to comment on them or to explain them. The aim is to expose the reasoning behind decisions and allow the listener to make a judgement on the implicit sense of values and priorities. Examples in the category would be a government minister on the reasons for an already published **economic policy**, why the local council has decided on a particular route for a **new road**.



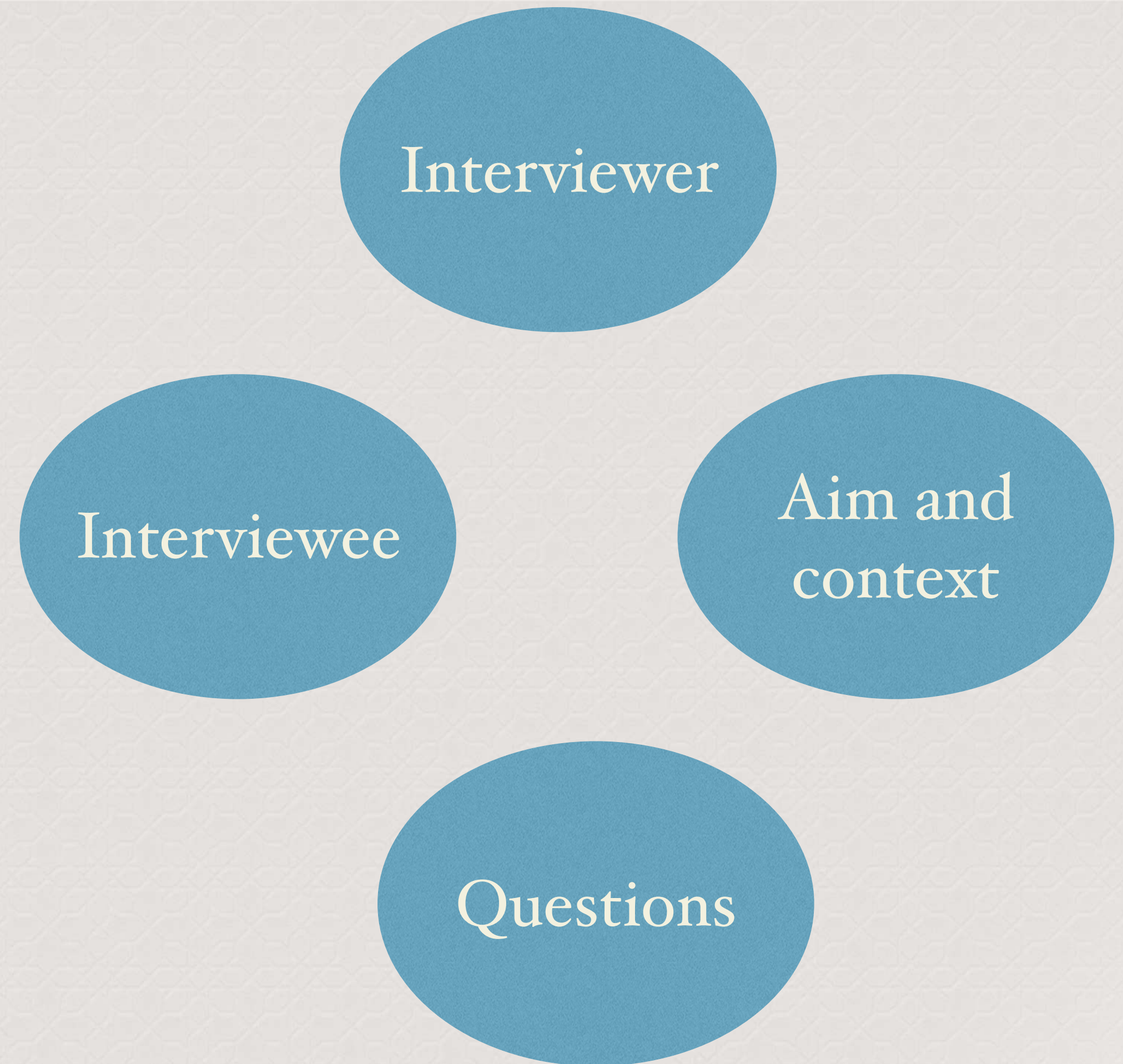
Emotional Interview

To provide an insight into the interviewee's state of mind so that the listener may better understand what is involved in human terms. Specific examples would be the feelings of relatives of people trapped in the debris of **earthquake** and the moment of supreme achievement for **an athlete** or successful **entertainer**.



Components

Interviewer
Interviewee
Aim and context
Questions



Interviewer

The control of an interview is completely in the hands of an interviewer. An interview is considered successful when an interviewer is able to fulfil the motive of the interview in a **simple and efficient** manner.

Aim and context

In an interview, an interviewee should not start speaking in a free manner, but rather be steered by the interviewer. And, to steer the story, there has to be a definite aim. Every interview has certain context, and the interviewer should understand the context and try to teach for the aim.

Interviewee

An interviewee is the central character in an interview. A question to the interviewee must be relevant to his/her field. If public does not have enough trust in the interviewee, then the words he speaks will be considered as a propaganda, which kill the main agenda of the interview.

Question

To tell a story through an interview, question is must. An interviewer investigates the elements of a story with the help of question. The sequence of question determines the sequence of the story. Therefore, relevant questions and their sequences are extremely important.

What the Interviewee should know?

- ✿ What is to be about? Not the exact questions but the general areas, and the limits of the subject.
- ✿ It is to broadcast live or recorded?
- ✿ How long is it to be?
- ✿ What is the context? Is the interview part is wider treatment of the subject with contributions from others or a single item in a news or magazine programme?
- ✿ For what audience?
- ✿ Where? At studio or elsewhere?
- ✿ When? How long is there for preparation?

RADIO INTERVIEW TIPS

**When you are asked to
conduct a radio interview**

When conducting a phone interview

When you are asked to conduct a radio interview:

- ✿ Do background research
- ✿ Schedule the interview with basics. **For example:** Introduction, conclusion, questions and so on. Maintain a notepad and take notes.
- ✿ Agree with the guest if required and ask for explanations when certain point is unclear.
- ✿ Observe
- ✿ Be fair
- ✿ Relax

When conducting a phone interview:

- ✿ Introduce yourself
- ✿ Speak slowly and clearly
- ✿ Make statements that will put the guest at ease
- ✿ Ask brief questions
- ✿ Give the interviewee sufficient time to respond
- ✿ Do not talk simultaneously

Five Do's

- ✿ **Sit close to the microphone**
- ✿ **Connect with the host**
- ✿ **Don't depend on them to make the plug**
- ✿ **Treat crazy callers with respect**
- ✿ **Listen to the tape**



DO's

Five Don't

- ✦ **They give long answers**
- ✦ **They give complex answers**
- ✦ **They're boring**
- ✦ **They leave their humour behind**
- ✦ **They're alarmist**



A GOOD INTERVIEW ESSENTIALS

- ★ *WHO*
- ★ *WHAT*
- ★ *WHEN*
- ★ *WHERE*
- ★ *WHY*
- ★ *HOW*



Question technique

An interview is a conversation with an aim. On the one hand, the interviewer knows what that aim is and knows something of the subject. On the other, by taking the place of listener he or she is asking in an attempt to discover more.

- ✿ who? asks for fact. Answer **a person.**
- ✿ When? asks for fact. Answer **a time.**
- ✿ Where? asks for fact. Answer **a place**
- ✿ What? asks for fact or an interpretation of fact. Answer **a sequence of events.**
- ✿ Why? asks for opinion or reason for a course of action.
- ✿ How? Asks for fact or an interpretation of fact. Answer a sequence of events.

These are the basic 'open' questions type on which there are many variations, For example:

'How do you feel about.....?'

The best of all questions, and incidentally the one that asked least, is why?

Indeed, after an answer it may be unnecessary to ask anything other than why is that?

The why question is the most revealing of the interviewee, since it leads to an explanation of actions, judgements motivation and values:

why did yo decide to.....?

During the Interview

The interviewer must be actively in control of four separate functions-

- **Technical aspects**
- **Direction of Interview**
- **Supplementary Questions**
- **Timing**



During the Interview

- ✿ The **technical aspects** must be constantly monitored. Is the background noise altering, so requiring a change to the microphone position?
- ✿ The **direction of the interview** the aim of the interview must always kept in mind. Is the subject matter being covered in terms of the key questions decided beforehand?
- ✿ The **supplementary question** it is vital that the interviewer is not so preoccupied with the next question as to fail to listen to what the interviewee is saying. The ability to listen to what the interviewee is saying .
- ✿ The **timing** of the interview must be strictly adhered to.

Winding up

The word 'finally' should only be used once. It may usefully precede the last question as a signal to the interviewee that time is running out and that anything important left unsaid should be included. Other signals of this nature are words such as:

- ✿ 'Briefly, why.....'
- ✿ 'In a word, how.....'
- ✿ 'At its simplest, what....'

It is great help an interview to accept the constraint of timing if interviewer has remembered to say beforehand the anticipated duration.

A positive convention as an ending is imply to thank the interviewee for taking part:

'Mr Ram, thank you ver much'

After the Interview

- ✦ The interviewer should feel that it has been an enlightening experience that has provided a contribution to the listeners's understanding and appreciation of the subject. When the interview has been recorded, it should be immediately checked by playing back the. Last 15 seconds or so.

References

- ✿ *Linkedin slideshare*
- ✿ *Image courtesy -Google*
- ✿ *janefriedman.com*
- ✿ *Radio production, Fifth Edition: Robert Mcleish*



Thank You