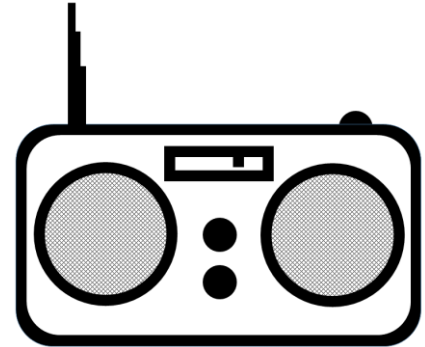


## Tips for Radio Interviews

### Before the Interview

- Ask: Who is the host? Who is the audience? Is it taped or live?
- Be able to summarize your main points in a few clear sentences.
- Have stories, anecdotes and metaphors ready.
- Practice: Use a smart phone to tape yourself speaking slowly and clearly. Are you easy to hear and understand?



### During the Interview

- Phone Interview: Use a landline in a quiet room. Put a “Do Not Disturb” sign on the door. Have your notes ready.
- Turn off your cell phone.
- Speak slowly and enunciate.
- Sit or stand up straight. (It comes through on audio!)
- Smile and gesture when you talk. (This does, too.)
- If you mess up during a *taped* interview, ask to start again.
- If you mess up during a *live* interview, keep going and do the best you can.