

# BLB RADIO

# inter- views

## BLB COMMUNITY RADIO

This leaflet is designed to help you prepare for an interview on BLB community radio.

Over the page are some practical hints which you may find useful. Being interviewed can be a nerve racking experience if you've never done it before. Preparation will make it much easier and you'll find BLB members friendly and helpful.

*Community broadcasting for  
North County Wicklow*

# BLB Community Radio

## WHAT IS BLB ?

BLB is a community controlled radio. It is run as a non-profit but self financing broadcasting project, participant and community controlled for North County Wicklow.

BLB has been on the air since 1979 pioneering community radio in its area. It is a member of the National Association of community broadcasting.

## Why is BLB on Air ?

BLB went on the air to introduce the idea of genuine community broadcasting on a regular basis. It actually campaigns for the right of communities to organise their own radio stations, (a point of view which is consistently ignored in national media).

BLB is on the air to prove the viability of its idea and help North Wicklow use local radio as a community resource.

# How to Prepare

Listen to BLB's different shows, and think about the kind of audience listening to each one. When you've decided where you'd like to be interviewed, get a feel for the presenters style and how you might fit into it.

If you've never been in a radio station before, why not ask BLB to show you around.

When an interview has been fixed send the presenter all the information you have beforehand. But dont be surprised if they haven't absorbed it all when you arrive—you'll need to check during the "warm up" before the interview starts. Find out beforehand how long the interview is likely to be. It takes a surprisingly long time to say anything, and if you are likely to be interviewed for four or five minutes you'll only be able to make a few points.

Do a few dummy interviews with a friend beforehand. Find out what you can get through in the time available, and remember that it's better to get a couple of ideas across clearly than to try to cover lots of points in a confusing gabble!

Contact: BLB Community Radio,  
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Our thanks to our friends in CBC Radio in Cardiff, West Yorkshire Radio Action and The NACB and the Community Information Centre, Bray for the information in this leaflet.

# In the Studio

## Beforehand:

- ★ Wear comfortable clothes, and get to the studio in good time, so you aren't rushed when you arrive.
- ★ Make sure the interviewer knows what you want to say. Ask her or him the ground they want to cover.
- ★ Do write down any telephone numbers or addresses you have to give out on the back of an envelope which you can hold while the interview is going on. Some people find a few "key words" jotted down in advance can be helpful, to remind you of the main points you want to make, but...
- ★ Don't write a script for yourself, and don't take in lots of notes. The presenter will not be following a script, and you may well find you are unnecessarily confused trying to sort out which bit of your script is relevant. In any case, if you read answers you will almost certainly sound unnatural, wooden and lifeless, which will do you no good at all in communicating your message!
- ★ Don't over prepare. Be prepared to be spontaneous!
- ★ Ask the presenter what the first question will be, and answer it in your mind. A good start will settle most people's nerves!

## The Interview

- ★ Don't be rushed - give yourself time to think. But avoid long pauses or hesitation, as it can make you sound evasive.
- ★ Avoid "yes" and "no" answers. Every question is an opportunity to get a point across which you should use.
- ★ If you feel a question is unfair, say so and say why. Don't feel that every question must be answered. If something is private, politely say so.
- ★ Remember such useful phrases as "that's interesting, but the point I really want to make is...", or "I'll come to that, but first..."
- ★ It's very difficult on radio to lose your temper, or be sarcastic, and still keep the audience's sympathy. Most of this is to do with the tone of your voice; keep cool and you can be very effective. This is particularly true in "debates" where you may find yourself sitting cheek to cheek with someone you dislike a great deal!
- ★ Also notorious as losers of audience sympathy are abstractions, jargon, technical terms, bundles of initials and anything which makes you sound pretentious.
- ★ Speak clearly, concisely and vigorously, but don't try to put on a "radio voice". Use short sentences and everyday conversational language. Illustrate what you mean - examples, anecdotes and comparisons make your message come alive. Sound enthusiastic, but don't speak unnaturally fast in order to cram everything in.
- ★ An idea or point of view has more chance of being remembered by the audience if it is repeated - using different words, of course. In a short interview on the news, you might be well advised to make the same point three times!