

**A radio show is a performance. It is disrespectful to ask your audience to listen to you if you are not prepared.**

### **Plan your topic**

The topic should come first, then the guest. Questions you should ask about your guest/topic?

- Why is this topic important to listeners?
- What is engaging about this topic?
- What do I want listeners to learn from this show?
- What are resources that will add to the show?
  - Resources may include guests, books, articles, websites/blogs etc.

### **Research your topic/show**

- Read the guests book and make notes about the most interesting/entertaining chapters/passages
- Review the news and be sure you are up to speed on the latest developments in this field/regulation etc.
- Visit the website or business of the host. Research them online. Did they have a prior career? Is it relevant or interesting to the topic?
- **You must pre-interview your guest.** This is essential to determine if they will be good on the radio. If they aren't interesting to talk to, and don't have much to say find another guest.
- **Check your sources** – Are they reliable and factual?

### **Prepare for your show**

Gather your materials and begin to plot an outline and structure for the show. Write your show and guest intro and advance promo. Write out several questions. **Do you have a backup plan?** What if your guest flakes at the last minute? **Preparing for an hour-long public affairs show should take 5-7 hours.**

## **Notes to accompany Interview workshop with John Sepulvado.**

### **Interview means to view or see someone – Old French word of the renaissance**

Comes from an idea to learn from other people and explore

5 W's ?

### **Who What Where When Why How**

One of the first things to ask is Who?

Who are you talking to? What is their name?

These questions cover everything regardless of context.

### **Triangle of Trust**

Interviewer – Audience – Interviewee

#### **The interviewer must trust the audience to tell them the truth. ,**

-If you continue to tell the truth it will eventually be heard.

#### **The audience must trust the person being interviewed to tell the truth.**

-If you tell them what to think they will not trust you. If you reveal your bias the audience will not trust the information you are giving.

#### **The person being interviewed must trust the interviewer to represent and treat them fairly.**

**If the trust is balanced on all sides it will have the most impact.**

#### **The most important aspect of an interview is the SUBJECT.**

You should seek out people who have the following qualities:

They can talk

They are passionate about their subject

They want to be interviewed

They are comfortable

They have the knowledge you are looking for

**The pre interview is crucial to finding out if your potential guest is a good interview subject.**

The pre-interview is where you ask the 5 W's, find out if you will have a good rapport with them.

Do not give questions in advance, it produces formulaic answers and undermines fairness. (if you do it once, you must do it to all)

Check in with during the interview (prerecorded) are you comfortable with this?

It is extremely important for a live interview to be organized. People might be great on the phone before and not on the air.

**Formula to make an interview interesting:**

**X is happening and it is important or interesting because of Y.**

This is the foundation of where your questions will come from. What are the interesting and notable aspects of this topic? What are the larger themes surrounding this topic?

You are observing, thinking, processing, and trying to solve for y. Ask as many detailed questions as you can.

Try to find anecdotes. They are what interest people and will be memorable. Ask people to describe their actions. What did you do first? Then what happened? What did you do next? Did it ever go wrong? What did you do?

Why is this topic important? Why should people listen to this show, and not turn off the radio and take a nap?

In the pre interview ask your guest "Why is this interesting?"

Good interviews involve multiple sides of a topic. Play the part of the opposition.

Good interviews involve conflict. If you're interviewing someone you agree with play the part of someone who is on the other side.

Challenge your guest to make their point.

Don't allow your guest to say whatever they want. Hold them accountable.

With every question you ask you should ask "Am I doing this in service to view this person/community/topic/issue"

