

Tips for Radio/Talk Show Interviews

- **Expect other guests on the show to be well prepared and aggressive.** The host or another guest may have "wired" questions that are advantageous to their point of view.
- **Fight for airtime and hold it.** A half hour show will whiz by. There are many formalities -- introductions, commercial breaks, wrap up, polite chitchat -- that can kill much of the time. Think carefully about the two or three key points that you want listeners to remember. Try to make those points twice during the interview/debate.
- **Don't feel obliged to actually answer the question** put to you by the interviewer or an outside caller. Use their question to quickly segue to one of the key points that you want to make.
- If you're not getting as much time as the other speaker(s) **don't hesitate to just barge in.** No one will think you are rude.
- **Keep talking points or notes with key facts nearby.** On radio, no one can see you reading.