

Notes re Local Radio Interviews

Margaret Sandercock Soroptimist International of Southend-on-Sea and District

- Do your research so that you know which presenter to approach; some deal with local issues, some deal with national issues
- Email the presenter; get the email address from the station website and be short but interesting. 'We are a women's campaigning organisation and it's UN day for coming up. Would you be interested in?'
- Ask the presenter to send the email on to the right person, if it's not suitable for this show
- When you get a reply, thank them at once – they aren't going to bother with people who only open emails once in a blue moon – they need to have decisions and put arrangements in place and they need to be able to rely on you to turn up!
- Don't mess them around – sort out any problems yourself without involving the presenter – they don't want to hear that so-and-so can't come now, they want to know 'I've sorted out for me and so-and-so to come along and we'll see you at ... on Looking forward to it'.
- DO YOUR PREPARATION! Think like a politician – this is what I want to say, so whatever I'm asked, I need to get this in! Write it down, you will be nervous so handy notes help.
- Turn up early – there may be no-one around but there will be a contact telephone in the foyer and someone from the back office support team will come and tell you what's what. Check your notes whilst you're waiting.
- Be patient and don't panic if you are kept waiting – they know the schedule and you will be invited into the studio in time.
- You may only have one record's length between going in and talking so use the time well – sit where you're told to sit, be business-like and quickly brief the presenter with what you're prepared to talk about. 'It's international day of ... and one of our projects is ... our local clubs are doing ...'

- RELAX – these community presenters are good at putting people at their ease!
- Thank the presenter for inviting you, when you're introduced – it sounds good and will help you to find your voice!
- Questions are designed to give you a chance to talk – don't clamp up and expect the presenter to help you out too much!
- Try not to say 'errr...' Think quickly and say something like, 'Yes that's true ...' 'Exactly, Tony ...' 'well we've worked hard on a project in ...' to give yourself a second or two to think ... 'now which bit of my prepared statement am I going to give the listeners now!'
- Thank the presenter at the end – you'll know when it's drawing to a close and you will probably be asked about further information, so say 'women who are interested can always Google Soroptimists and check-out our website or facebook page.' And ... make sure your website is up-to-date and FB page is well-used!
- Thank the presenter as the next disc is put on to play and say something like 'It's actually International Day of on ... and we've got a project in would you like us fill a slot for you on that day/ nearer to the time?' You'll probably get asked back if you've been any good as radio is always looking for interesting people – they have hours of air time to fill. Six weeks is the gap between broadcasts that we're aiming at!