Interview Training

• How to source guests
• Preparation
• Types of Interview
• Techniques
• Keeping to Time
A Guest Should Be…

• Relevant
• Topical
• Local
• Coherent
• Interesting
• Willing
• Engaging
How to Find a Guest

- Press Releases
- Local/National Newspapers
- Social Media
- Events listings
- Friends & Colleagues
- Other Broadcasters
Types of Interview

- Personality (Theatre, Musician)
- Politics
- Charity/Fundraising
- Regular Guests
When is a Plug not a Plug?

• Most guests will have an agenda
• Should you invite in a guest who could reasonably be expected to pay for advertising?
Preparation

• It’s important to manage expectations
• Send guests an email explaining when and where the interview is
• Remind the guest how long they’ll have
When the Guest Arrives

• Go and say ‘Hello’
• Offer them a drink
• Would they like a car sticker?
• Ask them if they’d prefer to wait or join you in the studio
Planning Your Interview

• Make yourself aware of who your guest is, their title, and what they do
• Write a short intro
• Prepare a starter question and 5 follow-ups – but listen to the answers
The Corpus Clock is a huge sculptural clock outside of the Taylor Library at Corpus Christi College.

The chronophage was unveiled in 2008 by the Cambridge Physicist Stephen Hawking.

It’s inventor and benefactor is Dr John C Taylor.

I’ve been speaking to Dr John, as he likes to be called, and started by asking how the clock came about.
Techniques

• Develop your own style
• Don’t Assume YOU know the answers
• Play stupid to bring out an explanation
• Let the guest answer
Keep to Time

• Is the Guest really interesting?
• On a regular daytime show 10 mins is often enough
• 30 mins on a specialist show
• Don’t be afraid to tell a guest you’re out of time
Dos

• Challenge
• Keep the interview to time – continue after the travel at XX.40 if it’s genuinely interesting
• Can part of your interview make a news story?
Don’ts

• Never Assume
• Avoid interruption— even with a yes or a no – unless you need to move the guest on
• Don’t religiously follow a list of questions – react to the answers