

# Media Relations Tips for Radio Interviews

## Before the Interview

- > Be sure to give your name and your guild name. “Hi, I’m XXX from XXX guild, a Seattle Children’s Hospital guild.”
- > Anticipate questions the reporter might ask and have responses ready.

## During the Interview

- > Be courteous.
- > Speak at your normal voice level. Modulate your voice to emphasize key points. Remember that there are no visuals, so use descriptive examples to illustrate your message.
- > In a one-on-one interview, speak to the reporter, not the microphone. Do not try to hold the microphone.
- > Avoid deep sighs, yawns, squeaking your chair or other noise-producing activities.
- > Think of two to three main points you would like to make about your subject. Gather facts, figures and anecdotes to support them. You may use notes but do not read directly from them.
- > Begin at a basic level. Avoid academic or technical jargon. Explain special terms if you must use them.
- > Be brief! We live in the age of the sound bite. The shorter your comments, the less likely they are to be edited.
- > Do not respond to hostility from a caller or interviewer or get flustered. Instead, calmly state your key points and back them up with facts.
- > There are “five Cs” to success: Speak with *conviction* in a *conversational* manner while retaining your *composure*. Be *confident* — you are the expert. Be *colorful* — tell stories and anecdotes that illustrate your point; give examples.
- > Do not speculate. If you do not understand a question, ask for clarification rather than talking around it. If you do not have the answer, say so.
- > Remember that the interviewer is there to do a job. Everything is ON THE RECORD, even before and after the taping.

**To contact Seattle Children’s Hospital Media Relations staff, call (206) 987-5246**