Radio is one of the most popular and traditional electronic media along with the Television and the present day internet based media. The attributes of radio prgrammes in general are:

o *Immediacy:* These media can present topical, contemporary material live to

the audience immediately.

o *Impermanence*: Programmes brought by these media are perishable images

and sounds.

o *Diversity*: They bring a variety of programme material, which appeals a

wide range of audiences.

o *Flexibility*: Material can be recorded edited, and duplicated for multiple

playbacks.

The programmes on radio can be live, pre-recorded or a combination of both.

Live production involves the risk of production errors, as there are no

"second chances". It has to be right the first time, which is the only time.

However, live production is cheaper than recorded production techniques and

sometimes easier and quicker. Recorded productions allow supervision and control over quality. In this

method, first recording of programmes is done. Editing and postproduction are

done at a later time. This is an attempt at enhancement to further refine

production value and quality while shooting. This can also combine with live

production method. Portions or segments of a programme can be recorded,

edited, and processed in advance and incorporated into a studio production using

live talent.

**Radio Interview**

Radio interviews are done under a variety of circumstances – live or recorded and edited for later use, in the studio, on the telephone, or on a remote location in the field.

Radio Interviews can be divided into three types:

* Information interview
* Opinion interview,
* Personality interview.

What ever is the type of interview; the following methods of approaching the task can be used

Interview Location

**Studio** - ­ The advantage: sound proof best recording quality. The disadvantage the interviewees might be intimidated by all the equipment. Make the interviewee feel comfortable and at ease in the studio.

**On Site** ­ - at the home or work­place of the interviewee, your interviewee will feel more relaxed. But there might be unwanted sound and distraction on site. So make sure you got a quiet corner.

**The telephone Interview** is quick and bridges distances. But is impersonal and the sound quality is bad. Try to keep telephone interviews short, 3 - ­5 minutes.

An interview can be casually described as a conversation between the interviewer and the interviewee. The interviewer asks a host of questions to the interviewee on a relevant subject. Since radio is primarily a audio medium, the type of questions asked is very important. It is these questions and their relevance that will keep the listener hooked.

Here we try to break down the types of interviews on a radio and share some tips on how one must conduct a sound radio interview.

*The interview types:*

**1. The Opinion Interview**

According to the topic of the programme, experts are called from various fields. These experts then give their sound opinion and advice on the concerned topic. For example, a doctor will be called to address the issue of a malaria outbreak in the city. These interviews are also known as personality interviews. This interview style does not adhere to a script. The interviewer can react, comment, opine and ask questions as the conversation unfolds.

**2. Information Interview**

The purpose of this interview is to give information about a particular something to the people. In such interviews mostly everything is scripted unlike the opinion interview. Many a times the script is practiced and rehearsed before the programme goes on air. The interviewee can pass factual information or experiences based on a cause or purpose. When the script is written the personality of the interviewee should be kept in mind.

*Radio Interview Tips:*

These are some important interview tips that you must keep in mind when you are asked to conduct a radio interview:

1. Do background research
2. Schedule the interview with basics. For example: introduction, conclusion, questions and so on.
3. Maintain a notepad and take notes
4. Agree with the guest if required and ask for explanations when a certain point is unclear
5. Observe and fine-tune the interview as required
6. Be fair
7. Relax

Some things to keep in mind when conducting a phone interview:

1. Introduce yourself properly
2. Speak slowly and clearly
3. Make statements that will put the guest at ease
4. Ask brief questions
5. Give the interviewee sufficient time to respond
6. Do not talk simultaneously