



Amplify Our Voices: Radio & Podcasts



Charlotte Smith,
3CowMarketing and
Champoege Creamery (St. Paul, OR)

Every time a woman shares her story with another, she encourages another farmer to go for her dream. A woman farmer shares her story and becomes an example of what's possible to all other women contemplating the same dream. Even if it's a story full of missteps and regret, other women learn that you can go through the hard things and still come out okay. A story shared offers hope, encouragement, lessons and advice.

Share Your Authentic Voice!

Your voice is what tells and sells your story. However, when giving an interview via the phone or other audio format, it's important to strategically think about and use your voice to effectively communicate your key points when no other visuals are involved.

Pro Tips:

SHARE

- Speak consciously, slowly, and avoid saying “um,” “ahhh,” and “you know.”
- Write yourself notes, such as the word “SLOW” to remind yourself to slow down or ideas you want to mention.
- Use the host's name when speaking, just as you would in a natural conversation, creating warmth, and connection.
- Watch out for body sounds and try to avoid coughing, lip smacking, etc. Keep a glass of water nearby.
- Ask if it's possible to receive the key questions before-hand to prepare.
- Do your homework and listen to a few episodes of their podcast ahead of time to get a sense of style and questions.
- Always send the interviewer your bio, whether or not they specifically request it. Send two version of your bio: a short 2-3 sentence version (which they may read on air when introducing you) and a longer version for background.
- Be sure to also send a photo (ideally a horizontal and vertical version) to avoid being stuck with a random photo the show takes from the Internet.
- After you've recorded the show, send a thank you email along with any resources or links you might have mentioned. The producer may include these in the show notes. Ask when they think the show will air.
- High quality audio is key for any audience to best hear and understand your story. If you can do an interview in-person, that is always best and develops relationships, too. A little extra driving to a radio studio—with its in-studio equipment—can make a huge improvement in how you sound.



Sylvia Burgos Toftness

Farmer
Bull Brook Keep (Amery, WI)

Feel free to tell the reporter you have 20 to 30 minutes for a phone interview. It's OK to put a time parameter around time spent. That works in your favor because you make sure the reporter only uses the messages you want to convey. The longer you talk, the more the reporter will have to choose from when you fill up time. She may not use what you ideally want.



Ali Berlow

Freelance Public Radio Producer
Atlantic Public Media

When you're being interviewed, remember to breathe. Take your time and speak in full sentences with a period at the end. For me, I always want to tell a reporter everything all at once! I have to remind myself to slow down and relax because in the end it makes for tighter, more succinct quotes while giving the reporter a chance to respond and ask more thoughtful, insightful questions.



Patty Peltekos

Public Affair Host
WORT 89.9 FM community radio
(Madison, WI)

An in-studio interview is best if you can do it because you can see and make eye contact with your interviewer. Being in the studio with your host and other guests can also help to take the fear away. If you're doing an interview by cell phone and have to be outside, find a place that's out of the wind where you know you'll have good phone reception. Moving cars are terrible for sound quality, reception, and interview focus, so avoid talking while in a car. And have a fully charged phone so you don't drop off during the interview.

Pro Tips:

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- If you are recording via phone, be sure to get details from the host on what they recommend as far as a land line versus cell phone, etc. Ask to have a "test run" call to test the audio beforehand, especially if you are recording live.
- Make sure wherever you are located for the interview that there is minimal background noise. Sometimes something like a refrigerator running in your kitchen can add distracting background humming. Watch out for creaky chairs or simply stand up, if possible.
- Increasingly, podcasts are recorded over Internet portals like Skype or Google Voice, in which case it is important to have a good microphone on your end for better audio. If you start doing multiple audio interviews, consider adding an external microphone to your computer. You can get a decent one for under \$100. Also make sure you have a strong internet connection.
- Before the interview, turn off all notifications on your computer and cell phone to avoid interrupting beeps.



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