



The right formula

Taking driving into the classroom

Communications – Theme 12: Public relations

Activity 12c

A radio interview

Preparation (whole class)

- Bring to class a tape recorder with a microphone and some blank tapes.
- Collect several newspapers of the same date.
- Find an interesting story that has received wide coverage.
- Choose a person mentioned in the story that you would like to interview (live).
- Decide on the exact length of the interview. If more than 15 minutes long, the interview will have a commercial break, 3 minutes long.
- Split into two groups: A and B.

Activity

Group A will represent people working for the radio station.

Group B will be colleagues/friends/family (as appropriate) of the person to be interviewed.

Group A

- Decide amongst you who will be the interviewer, the programme editor, assistant editors, researchers and sound technicians.
- The researchers need to collect press items relating to the case.
- Have a meeting to review and discuss the press coverage and to decide on the angle of the interview. Decide what further research is needed.
- The editorial team should prepare a draft with possible interview questions.

Class organisation

Whole class and group work
(2 groups)



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Activity 12c

- Have another meeting to review new research and to finalise the questions. Try to anticipate the answers and have questions for different outcomes. Have extra questions to fill in time if needed.
- Run a test interview with one of the team pretending to be the interviewee to time it. Adjust as necessary. Finalise the question sheet for the interviewer.
- If you have a commercial break, decide roughly where. Decide on how to let the interviewer know when it is time for the break and when it is time to finish, 'wrap up', the interview.

Group B

- Decide who will be the person to be interviewed.
- Study the press coverage of the case and the effect on that person's reputation.
- Have a meeting to discuss the main points you want to put across during the interview.
- Try to guess what questions will be asked and prepare the answers.
- Run 'mock' interviews with one of the team pretending to be the interviewer until you are happy you have covered all possible questions.

The interview

- Carry out the actual interview, taping it.
- When it is finished, meet again as teams and discuss how it went from your point of view.