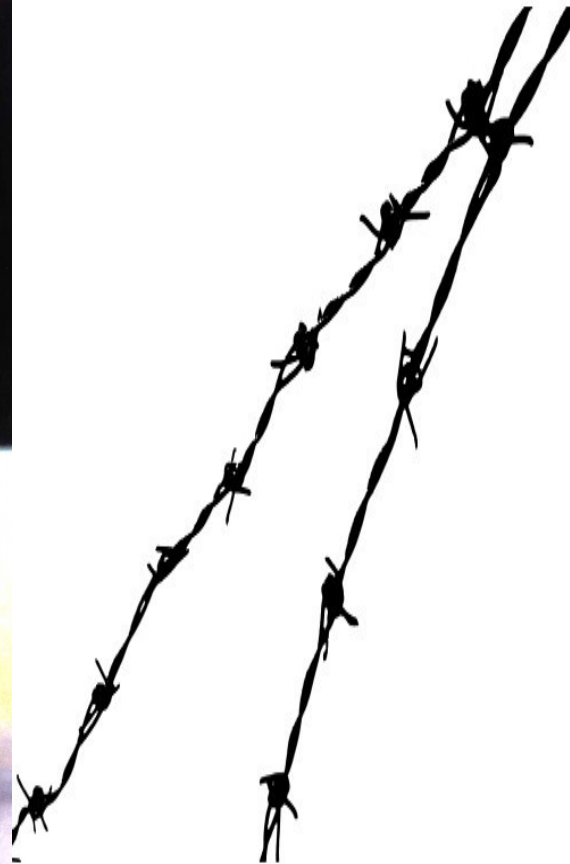


Radio Interview – what's different



Ulli Schauen
www.schauen.net

Radio: That is obvious



- No pic: more relaxed
- No pic background needed
- Just one media person
-



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Radio: That is obvious



- No picture: more relaxed
- No pictorial background needed
- Just one media person



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Radio: background

- **Very fast medium**
- **Cinema in our heads**
- **Many formats**
 - **Magazine shows**
 - **Call in**
 - **Radio docs**



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Sound quality!



- **Usually: quiet place chosen**
- **Sometimes: background noise (related to subject) needed**
- **Close encounter with the microphone**

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Recorded Radio Interview



- **There will be sound editing, (sometimes a lot)**
- **For sound bites: Use complete, understandable sentences**
- **Restart failed answers**

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Thank you!

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