

## CBAA Fact Sheet

### Webinar: Upcoming Federal Election – how to ask the tough questions

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## The Federal Election and Community Radio

### Our ask

- Currently the community broadcasting sector receives ~\$20m per annum, through the Department of Infrastructure, Transport, Regional Development and Communications.
- This money goes to the Community Broadcasting Foundation (CBF) who distributes it via peer-assessed grants to help 450+ stations across the country.
- **The sector is seeking an increase to \$25m per annum** – we will be able to deliver greater impact.

### Key messages

*Ideally, this is where you would tailor the messaging to your station – what would more income mean for you and your community? Would you be able to update that ageing mixing console, deliver more outside broadcasts or increase your training of young people? Make it personal and community specific.*

Here are some ideas:

- COVID-19 has impacted our income streams – and give examples.
- The 2019-20 bushfires highlighted the role we played providing emergency information to our community. Extra \$ will enable us to increase our service/upgrade ageing infrastructure etc.
- We are the only local source of news and information in our community.

### Interview question tip

During an interview, it can be tricky to know how to ask a candidate what they and their party are doing for community radio if elected.

If there is no natural place to ask during the interview, you could also wait until the end and ask something like:

- “Thanks for your time today. You’re obviously passionate about your community and OUR STATION. What will your party do for community broadcasting if elected?”

## Need more information?

For advice specific to your station, or to discuss your political engagement strategy, please feel free to call the CBAA’s Head of Advocacy & Communications, Holly Friedlander Liddicoat on 02 9310 2999 or email at [holly.friedlander@cbaa.org.au](mailto:holly.friedlander@cbaa.org.au)

# Political Interviewing Guidance Notes

By Sharon Davis

An interview can be many things - it can be confessional, it can be an interrogation, it can be chatty and friendly, or it can be confrontational and relentless. It is not just a dinner party chat - it has a purpose - whether it's to entertain or to inform a listener.

So, although there are many ways to approach an interview, I think one hard and fast rule you have to ask yourself before/during and after you record (as you're editing and writing your introduction to your story) is:

- What is the focus of this interview?
- How do I make it interesting to my audience?
- What would they expect from this interview?

A good interview is one where the interviewer has thought carefully beforehand about the focus of the story and the questions they will ask. They have done enough research about the subject matter to be confident when they ask questions.

## Before the interview

Ensure recording and writing equipment are in good working order.

Brief the interviewee (or their media representative) about the focus of the interview and the nature of the program that you've doing the interview for. e.g. short current affairs interview for our morning news show...

Evade demands for list of questions - instead send broad outline of topics you wish to cover.

If the interview has been pre-recorded, resist demands to veto the interview or hear the edited version it before it is broadcast.

Always confirm arrangements. Be on time.

Prepare questions - then make some dot point notes to take into the interview itself.

## The interview itself

Be in control of the interview. Have your research done, be confident with your questions. Research the person, the issue and the context.

Arrive on time. Be polite and respectful.

Try to choose a spot where you are most comfortable and in control of your recording equipment.

You are not there as a friend or a foe. You are there to get information and then balance it against the other information you have.

Listen to what's being said and respond to it. "Tell me more about that..."

Maintain eye contact if possible. Listen and watch carefully how they are responding to your questions. Listen for moments when the interviewee sounds rehearsed, vague, or repetitious. Be alert to how they respond - let them guide you to other territory if it's appropriate. Keep to the point.

Listen carefully to what's being said.

Ask lots of neutral sounding open questions. E.g. Instead of “Wasn’t that a shocking abuse of power” ask “how do you feel about using power in this way? Or “You said those press reports made you angry – tell me more about that”.

Look interested. Give them an investment in the story. Always say thank you.

Styles of Interviewing:

1. Use the start of interview as a warm up – establish human relationship.
2. Background information, including confirming known facts.
3. Soft questions
4. Hard questions

Make sure your interview follows a logical structure. Questions should be easy to understand, clear and to the point. Avoid multi-part questions. Use a combination of closed questions (yes or no) and open-ended questions (tell me about...)

Ask for specifics. Don’t allow generalities. Ask questions such as “What do you mean? Can you give me an example? Exactly how much? Who is responsible? When will it be done?”

If you don’t understand the answer, so say. Ask for clarification.

Don’t interrupt. (Generally, unless irrelevant ramble.) Silence often gets better results.

Don’t fall for flattery.

End the interview by setting the stage for your return, e.g., “if I need to clarify anything more, I would like to call you.”

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