



**National  
Nurses  
United**

## **Sounding Good on the Radio**

### **Expression**

- Inflection in the voice is very important – a firm, inflective voice that demonstrates confidence goes over much better than a timid, meek or tentative comment.
- As funny as it may look, a quick stretch of the facial muscles allows more lip flexibility as you talk, so you can say your words better.
- Try to smile during a radio interview – While it won't be seen, smiling brightens your mental state and that can translate to your voice tone.

### **Talk Shows**

- You will often have minutes rather than seconds on a live radio talk show or taped news program format so backing up your message points with data, stories or experiences makes for a better interview.
- For live talk show interviews over the phone, you can have someone else in the room listening and passing you notes to hit fine points you might miss – don't do this if you are easily distracted.

### **Interviews**

- For radio news interviews, most often done over the phone, keep your notes right in front of you and use them as your cues to hit on the message points.
- If you are a bit nervous before a phone interview, stand up shake your arms jump up and down and spend a bit of that nervous energy – take a few deep breaths, find a reason to smile, and then call in. When you are nervous, your voice may begin to shake. Burning up that surge of adrenalin helps.

### **Noise - Distractions**

- The sound medium amplifies background noises for the listener. Try to control the noise in your area, if it's in your office, no calls, tapping fingers or pencils, keep others quiet if they are with you. On the other hand, if you're at a rally the back ground noise adds to the story – so long as the chanting doesn't drown out your voice.
- Cell phones can drop a signal – if you're using a cell make sure you stay put in a strong signal area.