



## The Podcast Interview Process

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### On Sonic Intimacy

Podcast interviews are not completely dissimilar to traditional radio and television interviews. However, unlike an interview that airs on television or online accompanied by a video, a podcast interview relies (almost) exclusively on the sonic mode of communication. This creates a nuanced sonic intimacy between the podcaster and the audience. Consider even that many podcasts are delivered via headphones/earbuds often embedded in your body (your ears) as a contributing factor to such sonic intimacy.

### Podcast Interview Considerations

- Long form vs. short form
- Single subject vs. free ranging
- Be adaptable and flexible
- Tone—balance your own voice with the voice of others
- Style—serious? Fun? Informational? Irreverent?
- Audience—who do you want to reach?

### The Big Rhetorical Podcast Interview Process

1. Identify a guest(s) and engage in booking
2. Consider what platform works best for your goals (i.e., Zoom, Skype)
3. Use closed captioning
4. Once confirmed, ask if the guest wants questions ahead of the interview
5. Ask for a bio from interviewee beforehand
6. Remind interviewees to take their time, embrace pauses, as they can be edited out
7. Start with an icebreaker question
8. Take notes intently and develop follow-up questions
9. Plan transitions ahead of time (pre-interview & in-interview)
10. Continue contact with interviewee through publication in issues arise

### Finding Guests to Interview

- Ask folks you know, then take risks!
- Network online—Facebook and Twitter
- Podcasters are a community of folks with shared values
- Remember: you have a platform

### Resources

- 11 Tips to Prepare: <https://dontpanicgmt.com/prepare-for-podcast-interview/>
- Llinares, Dario, Neill Fox, and Richard Berry. “Introduction.” *Podcasting: New Aural Cultures and Digital Media*. Palgrave Macmillan, 2018.
- Woods, Charles, Ava-Pointon, Isabelle. et al. Scholarly podcasts. *BC Studies: The British Columbia Quarterly*. Link: <https://bit.ly/3vS9OAu>.