



Strengthening the Role of Indigenous Peoples and Their Communities in Nature Conservation:
A Project Ensuring the Full and Effective Participation of Indigenous Peoples in the
Implementation of the Expanded National Integrated Protected Areas System

LEARNING MATERIAL

How IPs Can Prepare For Radio and TV Interviews

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Introduction

Radio and TV (local and national)

Even in the advent of digital media, the general public still accesses more the traditional media such as radio and TV. The same is true for indigenous peoples, most especially given their limited access to electricity and signal reception due to their remote location. Given these, radio and TV remain a major source of information for Filipinos.

Importance and scope of radio and television

When it comes to broadcast, it is important to understand the audiences they reach. While there are radio and TV stations that broadcast nationwide, there are also radio and TV stations that broadcast in their localities and these are called local or community radio stations and regional or local TV stations. Different geographic scope means different demographics of audience.

Difference between radio and television

One major difference between a radio and a TV broadcast is that you can only hear the broadcast on the

radio while you can have the option to watch and hear or just listen to the TV broadcast. With the boom of televised radio broadcast such as DZBB Teleradyo, however, radio and TV become more and more alike.

Types of Interview

Scheduled Interview

Media personnel (interviewers) typically consult with interviewees on their availability on the scheduled recording or broadcast. They usually give interviewees a heads-up on the main topic and even the discussion points and questions that will be discussed during the recording or broadcast. In this type of interview, interviewees have the chance to get comfortable with the topic or issue that will be tackled during the program; to research, prepare, and rehearse their statements and responses prior to the interview itself. In this type of interview, the interview happens in a radio or TV station or a designated venue.

Ambush Interview

By the name itself, ambush interview is a sudden, unscheduled attempt by media personnel to gain a statement of response of an interviewee on a topic or an issue.

In contrast to scheduled interview, ambush interview usually happen basically anywhere the interviewee is. Moreover, ambush interviewers do not provide the interviewee a chance to think and would even try to provoke and/or pressure the interviewee on giving a response. In this type of interview, the interviewee must be able to think quickly and respond appropriately.

Things to remember before and during a scheduled interview

Your Audience/The media

- Know the background of the interviewers and the media institution. What is their “K?” How is the TV and radio’s political alignment vis-a-vis your organization’s? Are they friendly, neutral, or inimical?
- What information, thought, angle, bias do you think they want to get from you?
- Ask when the program will be aired, know the day segment viewers or listeners and align your answers to the general knowledge. Ask yourself the possible questions.
- Know the language, the culture and psychology of the listeners/viewers about the issues you will be interviewed about.

Your Message

- What do you intend to achieve out of this interview? What do you want people to bring home after listening to you?
- Your message has to contain information that will provoke realization from the audience, something new, interesting, and true.
- Moral perspective has to prevail not as an aggressive stance, but one that provides insight instead of mere information or knowledge. We live in a knowledge economy and culture-based knowledge has gone haywire.

Your Institution/Organization/Community

- Know your institution and what it stands for. Summarize the wonders your institution can offer. What is its competitive edge?



- What your institution stands for is crucial to any media item. Know how people and the media looks at your institution.
- Offer a fresh perspective. Do not become a tour guide to something already written about your institution based on the issue at hand or information needed.

Your Self

- Know what you know, what you do not know.
- Watch your mannerisms, your style of talking, your body language, and your level of nervousness. Release your fear by engaging the interviewer as in a mere conversation.
- Be sure to project your standpoint, viewpoint, method when it comes to the relevant matters about the question as well as the convictions and principles of yourself and the institution. Be sure to review your argument regarding your beliefs.

What to expect in a TV and Radio station?

Radio stations and TV studios are usually air-conditioned so be prepared that the location will be cold.

For radio stations, interviewers are usually in a booth and the interviewees will be seated in front of him/her. Expect that you will be seated and there will be a microphone in front of you.

For television studios, there usually is a set-up that revolves around the shot of the cameras. Make sure to familiarize yourself with where these cameras are. As for the microphone, it will be attached to your clothes but hidden in plain sight.

Some tips on ambush interviews

Often, an ambush interview will be conducted to talk about current events. In such case, the interviewer comes to you for important information and/or a unique perspective that s/he expects that you will have because of who you are in relation to a particular issue. When you are familiar with the topic being discussed in the ambush interview, seize the moment and confidently proceed with providing answers to the interviewers' questions.

On the other hand, if you are not familiar with the topic or are not prepared for any reason — you do not have complete information, you are not sure if you are in the right position to disclose information, you feel that providing your opinion will put you at risk — then you have the right to decline the interview or to only provide information/opinions that you are comfortable disclosing.

Some techniques in interviews

On-the-record: These are statements or any form of information that the interviewee/source provides consent to be published by the reporter.

Off-the-record: If you are not comfortable with the information you are sharing, but wish to share it with the reporter to provide further context on the topic you are discussing, tell the reporter that what you are saying is “off-the-record” to invoke your right to privacy in relation to what you are saying.

For-background: This means that you are providing the reporter to quote what you have said, but not allowing them to disclose your name — just your designation or position or whatever information you are willing to offer (indigenous leader, official of the local government, etc).

For deep background: You are allowing the reporter to quote what you said, but not providing consent in disclosing any information about you. □



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The Asian NGO Coalition for Agrarian Reform and Rural Development (ANGOC) a regional association of national and regional networks of civil society organizations (CSOs) in Asia actively engaged in promoting food sovereignty, land rights and agrarian reform, sustainable agriculture, participatory governance, and rural development. ANGOC member networks and partners work in 10 Asian countries together with some 3,000 CSOs and community-based organizations (CBOs). ANGOC actively engages in joint field programs and policy discussions with national governments, intergovernmental organizations (IGOs), and international financial institutions (IFIs).

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The formation of Bukluran Para sa Pangangalaga ng Kalikasan ng Pilipinas (BUKLURAN, Inc.) or the Philippine Indigenous Peoples Community Conserved Territories and Areas Consortium (Philippine ICCA Consortium) is a nationwide network of community membership-based indigenous people’s organizations (IPOs) of all ethnographic types. It is premised on bringing together indigenous peoples who assert and utilize traditional governance to protect community-conserved areas. Common to its members is the shared view that indigenous peoples’ survival depends on the protection of valuable knowledge systems and the ancestral lands on which we thrive and persist. Our community-conserved areas can become the ultimate driving force in the conservation of biodiversity when our rights to our land and resources are respected and recognized.

Our main purpose is to carry out and realize the full recognition and respect for the rights, governance and self-management of our ancestral lands.

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Philippine Association for Intercultural Development, Inc. (PAFID) is a social development organization which has been assisting Philippine indigenous communities to secure or recover traditional lands and waters since 1967. It forms institutional partnerships with indigenous communities to secure legal ownership over ancestral domains and to shape government policy over indigenous peoples’ issues. PAFID works exclusively with the indigenous peoples’ sector, specifically upon written or signed requests for assistance from indigenous communities or their representatives. PAFID envisions indigenous communities as responsible stewards of their resources.

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