

Feedback for [REDACTED] on Nick Ferrari interview, LBC

For context, I also listened to the report by George Icke on anti social behaviour. The link here is a long form version of that report

<https://www.youtube.com/watch?v=0rOohJXhFls&t=27s>

Nick Ferrari is known for being a robust and sometimes impatient interviewer and I thought you were well prepared for this. He is also constrained by time in a fast moving show. You seemed to be aware of this and kept your answers fairly concise, summing up the wide range of work of [REDACTED] into just a few seconds.

In your first answer you also made reference to your solutions based approach, prevention rather than punishment. However, I thought this important line was lost a little because it was wrapped up in your description of [REDACTED].

There are two way this might be improved :

- In your first answer, focus on that main point you said at the end. Get straight to it, rather than “working with disadvantaged groups”. While that is an important phrase, it’s a bit redundant – because you wouldn’t be on LBC if you were working with “good” kids!
- Alternatively, let the interview breathe a bit and put that important line in a later answer. The main thing is to make that line stand out from anything else you say. The slight risk with this approach is you’ll run out of time before you’ve had a chance to say it.

Nick used a fairly common trope that “things were better in my day”. You rightly challenged this by saying that lots of things had changed, and you made reference to cuts in funding and the increased running costs of your service. All of this is good. However, I think there is one way this answer could have been stronger :

- Echo the narrative. When Nick said things were better in his day and kids were better behaved, you could point out that back then there were loads of youth clubs (old style boxing and boy’s clubs) that were at the heart of their communities.

So rather than blaming the Government for *cuts*, you *respectfully agree* that things were better, but you put it into context. This way, Nick has no comeback – and if he wants to then blame Government cuts etc, let *him* be the one to say it!

You also agreed with Nick when he got shirty and said really bad kids should be punished, by echoing the narrative, saying “yes there should be consequences”. And what you did really well here was to flip the solution back to your key message of early intervention.

One of the big challenges of interviews like this is the time constraint, and I personally felt there was lots more to say at the point where Nick ended the interview. Unfortunately that is the nature of live broadcasting and you have no control over this.

On the plus side, you certainly got across your main point of intervening early, and stopping kids becoming problematic. One thing that may have made things stronger would have been a practical example.

- Your [REDACTED], for instance, do great things. You mentor young people via sport; again, that would have chimed well with Nick who would have compared it to the boy's clubs of his youth. You are also appealing to the LBC listener, who tends to be older and likes the idea of tradition.

Another good thing that you need no help with is that you are the “go to” [REDACTED] expert in preventing crime within the community. Locally, journalists know you are a good talker and will often ask for your input. By appearing on LBC, this increases your profile and that of [REDACTED] to a national audience.

While you are already a very busy person, things like the LBC appearance could open up other “go to” requests like this. Five Live, Radio 4 PM, Talk TV and GB News always want short notice guests to talk on specific subjects. The politics of some outlets might not be agreeable (GB News for example!) but like LBC, it gets the name of [REDACTED] out there, raising the profile and increasing awareness.

In summary

Your plus points : You have been doing media interviews for years and this showed in your calm and measured responses.

The one takeaway from this interview : have just one main point and ensure you make it early. Have several different phrases ready to explain the same concept.