

CONDUCTING INTERVIEWS

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Check your equipment.



Ask for permission to record.



Select a good interview setting.



Make your sources comfortable.



Don't forget the basics.



Pay attention to your interviewee.



Stay in control.



Use silence.



Check, check and triple-check.



Key Takeaways:

- Before starting an interview, make sure you are looking professional and that you are prepared. Check to make sure you have everything you need, such as notepad and back-up batteries, and verify that all of your equipment is working properly.
- Pay attention to your interviewee throughout the entire interview process. To show that you are engaged and on the same page as your subject, use non-verbal cues such as body language and facial expressions.
- Stay in control of the interview, and focus on the interviewee. Avoid editorializing or sharing your own perspective and opinions, which could influence an interview subject to share thoughts that simply mirror your own.
- Select a quiet interview location that makes both you and your source comfortable. Avoid background noises and highly trafficked areas where other people and sounds could interrupt your interview and prove distracting.