



LISTEN – the Art of the Interview

DIFFERENT STYLES.

- In-depth
- Investigative
- Conversational
- Controversial
- Information gathering

WHAT MAKES A GOOD INTERVIEWER?

- Well researched
- Able to put guest at ease
- Asks questions that are to the point and don't meander
- LISTENS to guest's reply
- Is flexible enough to deviate from question line
- Doesn't put self in way.
- Shows guest that they are interested in what they are saying.
- Stays focussed on guest, doesn't let interest wander
- Ready to move guest on if they start to wander
- Keeps the audience in mind throughout
- Keeps interjections to a minimum
- Keeps an eye on time and direction of interview

WHAT MAKES A GOOD GUEST?

- Enthusiastic
- Well-versed in topic
- Listens carefully to questions and give appropriate response
- Gives full reply, is not monosyllabic
- Uses anecdotes or examples, where applicable, to make answers more interesting
- Does not over-use interviewer's name

PREPARING YOUR INTERVIEW

- Know as much as possible about your guest and their topic before the interview
- Read provided bio
- Use the internet
- Talk to acquaintances of guest
- WRITE A QUESTION LINE, DON'T JUST WING IT
- Use "who, what, why, when, where and how" to help
- What is it that my audience most wants to know
- What are the interesting aspects of this person's life that my audience would find interesting
- What is it that the audience NEED to know about this person or topic.

PLACE OF INTERVIEW

- Studio
- Hotel
- A setting where the guest feels comfortable
- Check what background noise will be like
- Phones and cell phones off

SETTLING YOUR GUEST

- Make your guest feel welcome and part of the program
- If they express nervousness, assure them that you are there for them and will help them through
- Give them a guideline of what you want to talk about
- Keep eye contact and interest all the way through

THE INTERVIEW

- Have an intro prepared.
- Introduce guest to audience (briefly)
- Don't say, "How are you?"
- Keep your questions short and to the point
- Keep a good pace (remember the audience and their attention span)

- **LISTEN**

- Keep focussed on your guest
- Be ready to move on if guest waffles or is uneasy
- Remember you are in charge and you have control of the microphone
- Find a good stopping point for the interview, then thank the guest.

WATCH OUT FOR

- Don't hmmm ... throughout interview. Keep to minimum
- Ask ONE question at a time
- Ask in such a way that the guest doesn't answer with a yes or no
- Don't be distracted from your guest
- Don't be condescending or patronising

THE TELEPHONE INTERVIEW

- Make sure you have enough time before the interview to explain to your guest what is required.
- Remind them of the duration of the interview
- Remind the guest to listen carefully to the questions and answer accordingly
- Brief intro to guest on air
- Keep questions brief and to the point
- Stay interested in your guest and your voice we show your interest
- Wrap interview, thank guest
- If there is time, go back to guest off air and thank her/him.