

Interview Tip Sheet –

- Ask the power questions leading with What, Why, Where, When and Who. - In an interview the what, where, when, and why questions are the most powerful and should be the majority of questions asked. - Example: Don't ask "How did that make you feel?" instead ask "What did you think?" -. If you just have somebody who is doing something, but there is no reason, than you don't have a story.
- The focus is a simple declarative sentence. The subject is a person or people. A story is about something that happened to somebody for a reason.
- Your focus must be based on research. You can't tell what the story is until you've done some research
- An interview is not a conversation – however, it should sound “conversational”.
- It is best to do interviews in person because you are a camera for the listeners
- The “reveal” should be used sparingly, to advance the story and in a way that is not telling the listener what to think.
- Don't lead questions with conclusions or verbs.
- Offering a proposition in a question limits the response: Example: “Did you have a nice day?”
- Use silence strategically. Fight your fear of silence.