



## **CHECKLIST**

### **Becoming a Skilled Interviewer**

#### **Preparing for the Interview**

1. Carefully research the guest's background, accomplishments, attitudes, beliefs, and positions.
2. Be sure the topic to be discussed is of interest or importance.
3. Where appropriate, limit the number of topics to be explored so that they can be discussed in depth.
4. Do not submit questions in advance unless you would lose an important interview by refusing to do so.
5. Write out or at least make notes on the introduction and conclusion.
6. Plan at least a few questions to get the interview started and to fill awkward gaps.

#### **The Guest**

7. Make your guest feel at home.
8. Establish the guest's credentials at the start of the interview.
9. Occasionally and indirectly reestablish the guest's name and credentials.
10. Remember that the guest is the star.
11. Remember that the guest is the expert.
12. Do not "preinterview" a guest. The discussion loses spontaneity if you conduct an in-depth prebroadcast interview.
13. Avoid entrapment.

#### **Conducting the Interview**

14. Discuss the subject with the guest. Do not make your interview a mere Q & A session.
15. Try to establish a nonthreatening atmosphere.