

16. Early in the interview establish the importance of the topic.
17. During the interview listen attentively to the guest's replies and react with appropriate interest.
18. In general, base questions on the guest's previous statements.
19. In particular, follow up on important contradictions.
20. Build each interview toward a high point or climax.
21. Never refer to conversations held before air time.
22. Seek out a guest's deep convictions.
23. Be tenacious.
24. Don't interrupt with meaningless comments.
25. Point up and emphasize important answers.
26. Don't patronize your guest and do not be obsequious.
27. Keep cool.
28. Keep control of the interview.
29. Make logical, smooth transitions to new subjects.
30. Always be ready with your next question but don't allow it to distract you from the comments your guest is making.
31. Do not ask more than one question at a time.
32. Make questions brief and to the point but do not be rude or brusque.
33. Avoid questions that invite yes or no answers.
34. Ask questions that a layperson would ask.
35. Go a step further and ask interesting questions few laypersons would think of.
36. Avoid obvious questions.
37. Avoid predictable questions.
38. Don't answer the question as you ask it.
39. Don't feel compelled to jump in with a question the second a guest stops talking.
40. Question jargon unless its use is so widespread that you are sure the audience will understand it.
41. On television, check your notes openly, not furtively.
42. On television, be aware of your posture and your facial expressions.
43. Before ending an interview—especially if you have run out of questions—ask the guest whether she has anything to add.
44. Don't end an interview with "Well, I see our time is up." When you must let both guest and listeners know that the program is ending find a less hackneyed way of saying so.
45. At the conclusion of the interview thank the guest warmly but briefly.