

Presentation Handout

*Interviews*

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Purpose for an interview:

1. Information
   1. Lend credibility
   2. Hunting for sound-bites
2. Human interest
   1. Tell a story
   2. PS. This one is better

* Everything is a story. Your goal is to help someone tell theirs.
* What is their role in the story (character)?
  + What is your role in the story (interview persona)?
* What is the plot (trajectory) of your interview?

Strategies:

1. Play a role
2. Build rapport
3. Have a conversation
   1. Record
   2. Don’t think about data-mining
4. Question trees
   1. Key points
5. Follow-up questions: get them to talk
   1. How and Why questions
   2. Emotion questions
6. If they aren’t talking, put the words in their mouth—even if they spit them back
   1. “Would you say xyz?”
7. Be willing to change the angle of your interview if it isn’t working
8. Be willing to scrap the interview if it flops