



The Interview Itself

- Create a productive conversational atmosphere. / Show your interest.
- Take on the responsibility of leading the conversation.
- Ask short, clear questions (exception: questions with built-in background info).
- Ask only one question at a time.
- Address your guest personally, and with respect.
- Avoid global statements and suggestive questions, also questions that are too 'closed' or too 'open'.
- Keep the microphone in your hand, never pass it on to anyone!
- The microphone symbolizes the fact that you are responsible for the conversation.

