

Tip Sheet 13. Interview Checklist and Tips



Tips for interviews depend on whether you are the interviewer or are being interviewed. The table below sorts through issues common when dealing with the media (university advancement office reporters; journalists for newspapers, radio stations, or television programs). Also, consider these points when you create or are posting stories from interviews to blogs, pod casts, or wiki entries. Keep in mind that the interview is the primary source for journalists.

Criteria	Done?	Media Considerations	Purpose	Interviewer	Interviewee
Pre-interview	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Does video/audio equipment need to be arranged? Does a technician need to be present? Does interviewer need to be styled for the interview (video or TV): hair, makeup, clothes? Does the interviewee need to be styled for the interview (video or TV)? Does either party need visual or audio assistance in case of disability?	To create a serene environment To persuade interviewee to respond	Invite interviewee. Secure venue to meet. Propose dates, times, places to meet. Secure appointment with interviewee. Write preliminary questions. Send questions to interviewee. Remind interviewee the day before to confirm the day/time of the interview. Be ahead of time to check arrangements.	Confirm convenient days and times to meet. Answer preliminary questions. Pose any important questions. Make suggestions for content. Respond to interviewer reminders. Come prepared to the interview. Come on time.
Interview	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Speak slowly and clearly. Introduce the parties to the interview. Use prearranged, prepared questions. Follow up with pertinent questions if time. Make note taking unobtrusive to the interview; complete notes afterward. Have at hand any necessary visual aids for use in the interview. Politely conclude the interview.	To secure a complete and detailed interview To create a record of the information under question To facilitate smooth transitions and complete content in the interview	Put the interviewee at ease with opening introductions. Pose the questions clearly. LISTEN to responses. Select keywords from responses to transition to the next question. Be discrete when referring to questions or notes. Thank the interviewee for the interview. Conclude the interview politely and on time.	Be prepared to respond directly to questions. LISTEN to questions. Stay on topic; give enough information but do not ramble. Make comments about questions if they surprise you, like, "That's an excellent question" while you formulate your answer. Use any props brought to the interview as needed to visualize the answer to a question. Thank the interviewer for the opportunity to present your ideas, point of view, research, etc. Be mindful of the time so that the interview concludes on time.
Post-interview	<input type="checkbox"/> <input type="checkbox"/>	Send a transcript or copy of a video to the interviewee for review before it is released to public use. Send a thank you to the interviewer/ee	To maintain a relationship between the interviewer and interviewee	Send the interviewee a courtesy copy of the video or a transcript of the interview. Send a thank you to the interviewee.	Send a response or comments to show that the interview video was viewed or the transcript was read.

