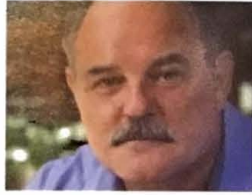


# TAKING CHARGE OF INTERVIEWS



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**19** Don't suck up to the people you are interviewing. They will recognize it and they won't like it. Be genuine and honest.

**20** Take charge of interviews. Asking good questions is the key that opens the doors that shed light on a person's life or beliefs.

**21** Ask open-ended questions if at all possible during an interview. These are helpful for people who've never been interviewed before.

**22** Think of an interview as a canoe. The source should do the hard work — the paddling — of answering the questions. The interviewer should do the steering.

**23** Closed-ended questions are good when you need an unequivocal answer to a specific question, but they don't allow the source to expand on the topic.



**24** Double-barreled questions (asking more than one question at a time) confuse the subject. They also let your source decide which question to answer.

**25** Front-loaded questions have a long statement at the beginning, with a question tucked at the end. These kinds of questions slow the pace of your interview.

**26** Statements masquerading as questions sound like editorializing. They can cause the source to suspect you may be fishing for a quote and the person may mistrust you.

**27** Be a better interviewer by writing questions in advance, making them short and sweet, sticking to your script and never losing sight of what you want to learn during your interview.

**28** When the subject of an interview hesitates or pauses, resist the temptation to jump in and finish the thought for him or her. Count to 10, and the person will likely jump in, rewarding your silence with richer answers.

