

MEDIA LITERACY WEEK

Conducting interviews

A news story usually includes interviews with experts and people who provide facts and opinions on the topic of the story.

Reporters ask questions to get facts and opinions from the people they interview. They need to be good at selecting the right people to interview and asking the right questions.



[Watch the video: Conducting interviews](#)

Before you film your interviews, there are a few things you will need to consider.

- Use your notes to help write your interview questions.
- Check your information.
- Talk to more than one expert to make sure the information you find is correct.
- Remember to check with your executive producer or editor as they will need to approve the questions you ask, the people you interview and the time and location of the interviews.
- You must have permission to film anyone you interview. Make sure each person signs a permission form before you begin the interview.



1. Preparing the interview

- Look at your news story outline and decide on the information or opinions you want from each interview.
- Talk to the people you have chosen to interview:
- Introduce yourself, give some background to the story and explain why you would like to interview them
- Find out the facts or opinions they have to add to the story so you can prepare appropriate questions for them
- Organise a time and a location where the interview can be filmed (you will need a quiet place without distractions)
- Write your questions to match the person. An expert on an issue will be able to answer factual questions, while a person affected by an issue can provide their opinion on the situation.

2. Conducting the interview

- Ask open-ended questions – that is, questions that cannot be answered with ‘yes’ or ‘no’. The 5W questions (What, Who, Where, When, Why and How) are a great place to start.
- Be warm and friendly so the person you are interviewing feels comfortable and at ease with you.
- Remember: an interview is not a conversation, so focus on asking your questions and getting the information you need.
- Listen carefully so you can follow up on any interesting answers.
- To end the interview, thank the person for agreeing to participate and ask if they want to add anything that has not been covered by the questions.

NEXT: Shooting the story and reporting to camera