



# **Topic 1: Interview Like A Journalist**

# How to interview like a journalist

- A) Preparation
- B) The interview itself
- C) Ask good questions



# How to interview like a journalist

1. Choose the right format
2. Get face to face
3. Phone interview
4. Avoid email interview
5. Have a backup

A)  
PREPARATION

# How to interview like a journalist

6. Don't give questions in advance.
7. Avoid group interviews.
8. Prepare and research in advance.
9. Confirm the time and date.  
in advance and send reminders.

A)  
PREPARATION

# How to interview like a journalist

1. Introduce yourself.
2. How to record interviews.
3. Be yourself.
4. Be enthusiastic.
5. Shut up.
6. Listen hard.
7. Say "Thank you".

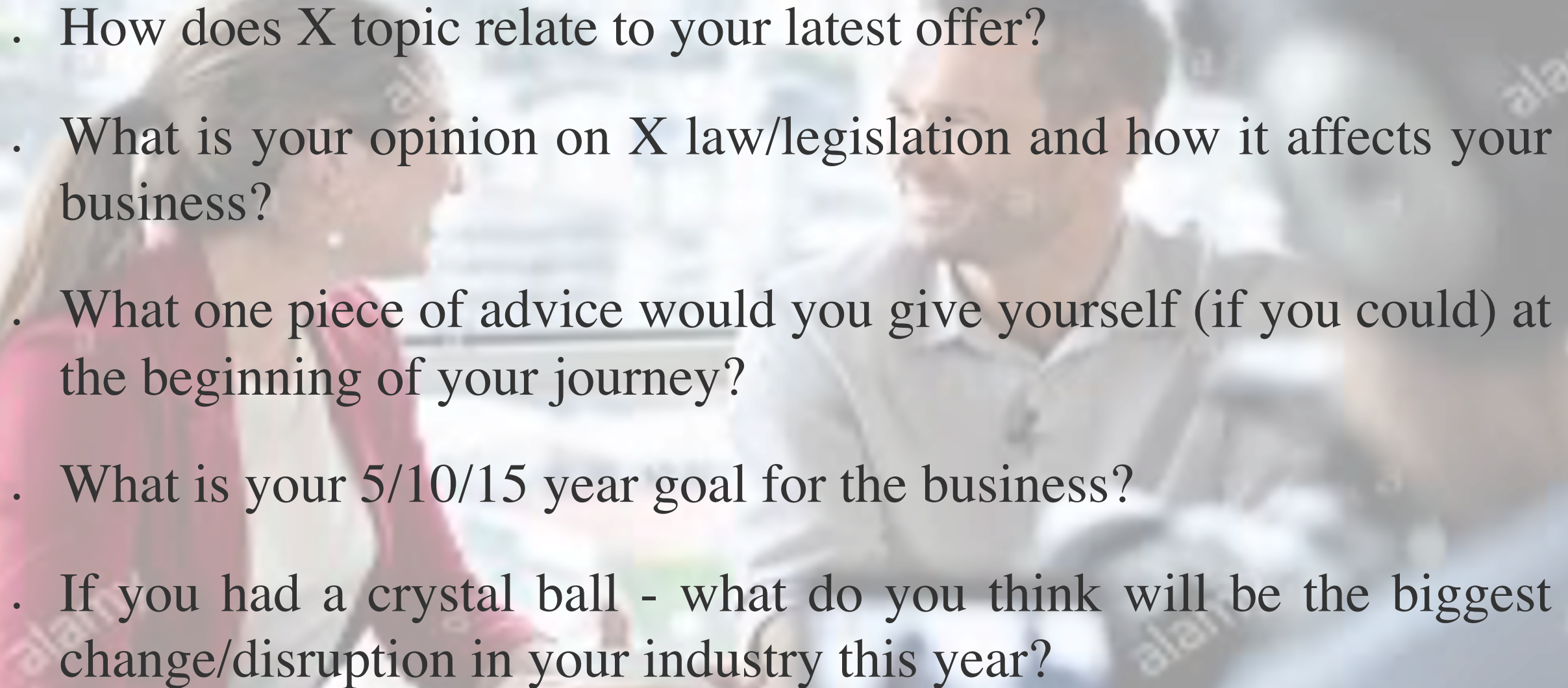
B)  
THE  
INTERVIEW INSELF

# How to interview like a journalist

A close-up photograph of a hand holding a blue pen over a spiral-bound notepad. The background is blurred, suggesting an office or interview setting. The text is overlaid on the image.

c) Ask good interview questions!

- 
- . How did your product/service first come about?
  - . How has your product/service changed over the years?
  - . What have been some of your biggest challenges?
  - . What have been some of your biggest successes?
  - . How do you deal with complaints about your product/service?
  - . What are the most common complaints about your product/service?

- 
- . How does X topic relate to your latest offer?
  - . What is your opinion on X law/legislation and how it affects your business?
  - . What one piece of advice would you give yourself (if you could) at the beginning of your journey?
  - . What is your 5/10/15 year goal for the business?
  - . If you had a crystal ball - what do you think will be the biggest change/disruption in your industry this year?



# Class task 1



1. Watch a video about 5 simple journalist techniques.
2. Jot down the key points.
3. Prepare your notes and present to the the class.

# Class task 2

Watch the video with Clare Smyth Interview, world's best female chef in *2018*.

1. Write down the interview questions.
2. Do you think these interview questions are good. Yes or no. Say why.
3. What kind of interview is this? Phone? Face-to-face?
4. Do you think the journalist did a good interview? Yes or no. Say why.

# CONCLUSION

How to interview like a journalist

- A) Preparation
- B) The interview itself
- C) Ask good questions

