16. Early in the interview establish the importance of
the topic.
17. During the interview listen attentively to the
guest’s replies and react with appropriate interest.
18. In general, base questions on the guest’s previous
statements.
19. In particular, follow up on important contradictions.
20. Build each interview toward a high point or climax.
21. Never refer to conversations held before air time.
22. Seek out a guest’s deep convictions.
23. Be tenacious.
24. Don’t interrupt with meaningless comments.
25. Point up and emphasize important answers.
26. Don’t patronize your guest and do not be obse-
quious.
27. Keep cool.
28. Keep control of the interview.
29. Make logical, smooth transitions to new subjects.
30. Always be ready with your next question but don’t
allow it to distract you from the comments your
guest is making.
31. Do not ask more than one question at a time.
32. Make questions brief and to the point but do not be
rude or brusque.
33. Avoid questions that invite yes or no answers.
34. Ask questions that a layperson would ask.
35. Go a step further and ask interesting questions few
laypersons would think of.
36. Avoid obvious questions.
37. Avoid predictable questions.
38. Don’t answer the question as you ask it.
39. Don’t feel compelled to jump in with a question the
second a guest stops talking.
40. Question jargon unless its use is so widespread that
you are sure the audience will understand it.
41. On television, check your notes openly, not furtively.
42. On television, be aware of your posture and your fa-
cial expressions.

43. Before ending an interview—especially if you have
run out of questions—ask the guest whether she
has anything to add.
44. Don’t end an interview with “Well, I see our time is
up.” When you must let both guest and listeners
know that the program is ending find a less hack-
neyed way of saying so.
45. At the conclusion of the interview thank the guest
warmly but briefly.