

# REMEMBER: 5 W + 1 H = A GREAT INTERVIEW

Remember that old journalist ditty. **The 5 Ws: Who, What, When, and Why.** I learned it as Who, What, When, **How**, and Why. I think "How" adds detail and dimension to your story or interview.

Taking time to ask and answer these questions before each interview will boost your confidence as well as result in a much better interview.

These old journalism basics will help you focus on specifics, direct your questions and answers, and keep the interview on the key points you want to highlight.

**WHO:** Who is the interview with? Who are in the podcast audience? Who is your target audience? Who else will be there?

**WHAT:** What do you need to know about your Host or Guest? How about the audience? What is expected of you? What should you be prepared for?

**WHEN:** When will interview happen? When should you be ready? Half-hour or fifteen minutes before airtime? And be sure to get specifics about the call or in-person interview.

**WHERE:** Where will you meet? Some physical location or online? Where did your story begin and end? Where were you when your idea first came to you?

**HOW:** In a lot of cases How can be answered in conjunction with the When and Where questions. Feel free to come up with your own questions. How do you do whatever it is you are known for? How do you make decisions?

**WHY:** Ask yourself, Why am I doing this? What keeps me going when times get tough? Why does this person want to participate in my podcast? Why was this person or Why was my podcast chosen for interview?