

Sound and Silence:

Don't fall into the interviewee's language and vocabulary. Many people use jargon and language that comes from their own particular world. Don't try to speak like them. Police spokespeople use incredibly awkward and overly neutral language. Remember who you are and use plain everyday speech. You are working on behalf of the listener or viewer. You are not a member of the interviewee's department or club.

Don't be afraid of silence. It's one of the most effective ways of getting more information. We are socialized to avoid long silences. We step in to fill them, to avoid embarrassment.

Silence can give the interviewee time to think and reveal what you've been waiting for. It can also leave them feeling like there's more to say. There are times when you need to let them fill that void without you jumping in.

Smile, nod your head, and you may find that the interviewee can't resist adding a little more to the previous answer. And it may be the little extra you've been looking for.