

# INTERVIEW



## WHAT IS AN INTERVIEW?

A question-and-answer engagement with an individual about a specific topic, usually following a pre-determined set of questions.

## AN INTERVIEW ACTIVITY MAY BE ORGANIZED

- » with well-known experts and practitioners.
- » following a formal, semi-formal, or informal protocol.
- » in real-time, virtually, or face-to-face.
- » to be captured and shared.

## USE IT TO

- » raise awareness about a topic, issue, or cause.
- » capture tacit knowledge.
- » lend credibility to a topic by providing an expert perspective.
- » share practical experience.
- » enable knowledge sharing.
- » replace a presentation.

## HOW TO USE IT

- » Before conducting the interview, prepare your questions and a clear protocol. Share these with the interviewee ahead of time.
- » Be ready to dig deeper into the topic with follow up and clarification questions.
- » Make sure you capture the interview in print, or as an audio or video recording.
- » Decide how you plan to promote and share the interview.
  - › Depending on your audience, you may select one or more ways to disseminate the interview: print, radio/podcast, and/or video/TV.
  - › If you plan to broadcast the interview, consider if it is going to be live or pre-recorded and edited.

## CELEBRITY INTERVIEW

A celebrity interview allows high-profile individuals to

- » express their perspectives on a topic or theme.
- » contribute to the mass appeal of a development initiative.
- » give visibility to social causes.

Celebrity interviews can be conducted in a structured or informal way. It is important for the interviewer to establish rapport with the celebrity being interviewed.