

Interviews and Press Conferences

Interview	Press conf	Adapt and survive	
Interviewee knows who you are	Don't know	Identify yourself; introduce yourself before it starts	
You set topic	Others do		
You est rapport	No rapport		
Follow-up ques.	Only if others agree		
You agree time	Ltd time control		
Challenge them on questions not-answered	Only if others agree		
Can ask many questions	May only get one question		
Can arrive a bit late	Lateness misses out		
Set up equipment as you like	Limited by set up		
Control of sound	No control of sound		
One to one	Impersonal		
Easy to ask basic ques	Embarrassed to ask basic qus		
Can call later to clarify	Might never have access again		
Time to ask for background	No background given		
Can pre-interview and do prep	No time for prep.		
Interviewee follows the line of questioning	Qus jump around and interviewee has a tough time		
Interviewee can ask for clarification	Interviewee will ignore qus they don't understand/ don't want to answer.		
You have power	They have power		
One interviewee	May have several interviewees		
Variety of shots	Limited shots		