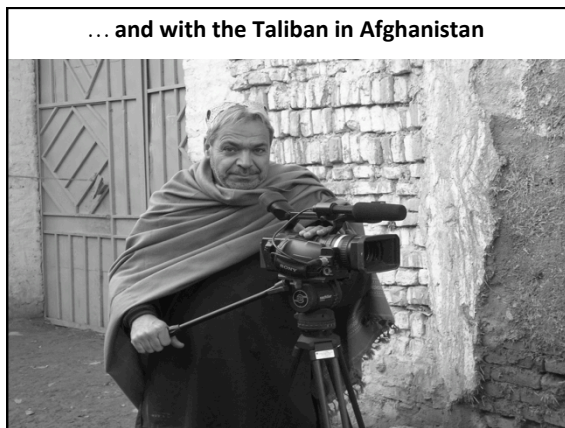
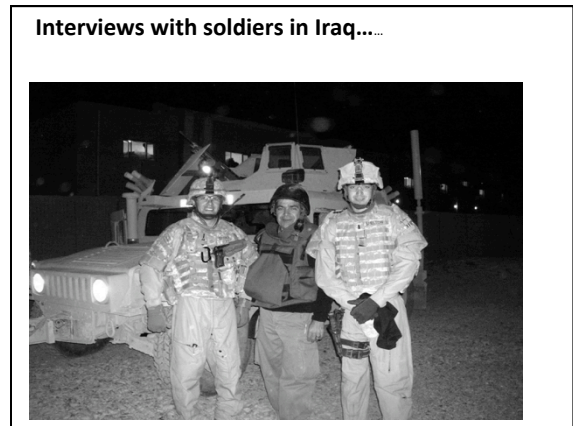


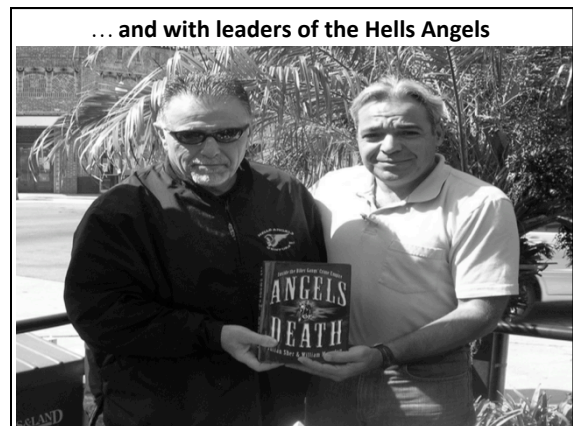

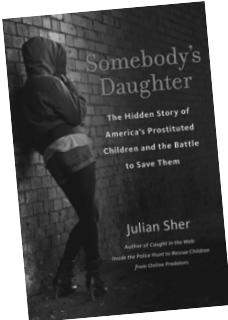
**MASTERING
THE INVESTIGATIVE INTERVIEW:
Questioning the way that
you take on your targets**

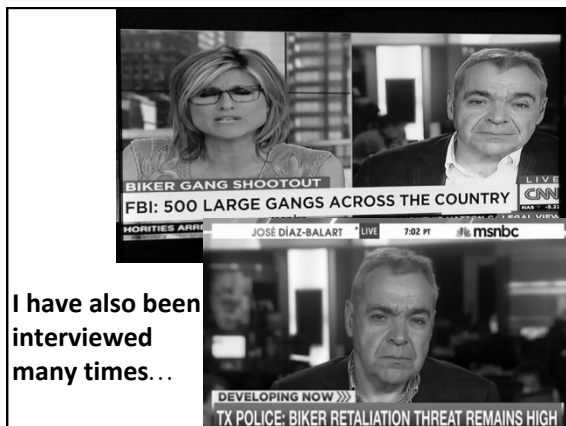
With Julian Sher

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**Interviews with young girls
who were trafficked**





I have also been interviewed many times...



How do you prepare for the tough interview?



We focus on research, facts...



but too often we ignore strategy

THE GOAL TODAY IS TO GET YOU TO

- > THINK OUTSIDE THE BOX
- > RADICALLY CHANGE THE WAY YOU LOOK AT INTERVIEWS:

- THREE DIFFERENT TYPES OF INTERVIEWS
- THE FIVE RULES OF GOOD INTERVIEWS (AND HOW TO BREAK THEM)
- WHAT TO DO TO WHEN YOU GET INTO TROUBLE

A TEST: ASK ME ABOUT THIS COURSE

YOU NEED TO THINK ABOUT NOT JUST THE QUESTIONS, BUT THE TYPE OF INTERVIEW YOU ARE DOING...

The Three Types of Interviews

ACCOUNTABILITY
How guilty did you feel that you were drunk at the wheel in the crash that killed her?

EMOTION
What did her loss mean to you?

INFORMATION
When did you first learn your daughter was killed in the car accident?

The Basic Rules for Good Interviews

You get the answers you deserve

- Don't blame the interviewee
- Ask a stupid question, you get a stupid answer

So how can we ask smarter questions?

1. ASK OPEN-ENDED NOT CLOSED QUESTIONS:

- ALWAYS ASK THE 5 Ws:

WHO?
WHAT?
WHERE?
WHY?
WHEN?

- **AVOID YES/NO ANSWERS**


The Bad Sports Interview

Watch bad sports interviews: <http://tinyurl.com/y9wh75ah>


The Bad Sports Interview

- **QUESTION:** IS THERE EVER A POINT AT WHICH YOU DON'T THINK YOU CAN COME BACK? **AND WHAT'S YOUR MINDSET?**
- **PLAYER:** NO.
- **QUESTION:** SO TELL ME ABOUT THAT –
- **PLAYER:** THANK YOU

2. DON'T GIVE PEOPLE EASY ESCAPE ROUTES:



- ASK **ONE** QUESTION ONLY
- DON'T GIVE THEM **EASY CHOICES**
- WATCH FOR THE UNNEEDED ADJECTIVE
- OR PHRASE OR THE UNNEEDED FACT



The Firing of James Comey – Letting the White House off the hook:



The Firing of Comey -- Letting Spicer off the hook: How many questions do you need?




Since you were involved in this Tuesday night as well -- giving a blanket answer, saying at the time 'It was all him' regarding deputy AG Rod Rosenstein

- 1/ Why did you come out with information that was later contradicted by the President two days later ?
- 2/ ... Could you explain the tick-tock?
- 3/ ...When were you brought in?
- 4/ ... Who else was involved?
- 5/ ... Why were the American people given incorrect information that night?

Giving Putin a choice



WATCH FULL HELSINKI PRESS CONFERENCE: <http://tinyurl.com/ybpose3e>
 WATCH HIGHLIGHTS: <http://tinyurl.com/y7wzhcto>




**QUESTION: Did you want President Trump to win the election?
 And did you direct any of your officials to help him do that?**

ANSWER:

Giving Putin a choice – He answers the easiest question: the first one:


➔ **Did you want President Trump to win the election?
 And did you direct any of your officials to help him do that?**

✗



Putin: Yes I did, yes I did. Because he talked about bringing the U.S.-Russia relationship back to normal.


Why didn't Obama arm the Syrian rebels?
 We'll never know with this question that gives him an escape... **by adding just seven unnecessary words at the end**



Obama gets an easy escape:

- CHARLIE ROSE: You do not accept the idea that if you do what the rebels want you do, the Free Syrian Army wants you to do and what Arab governments want you do that it would turn the tide and lead to Assad leaving ... **which has been, I think, your objective.**

BARACK OBAMA: Well, **my objective**, understand, is Assad leaving because he delegitimized himself.



WATCH VIDEO: <https://charlierose.com/videos/17754> (TIMECODE 15:02)

When a question mark comes out of your mouth...



- STOP TALKING!!!!**

3. BASIC IS BEAUTIFUL - KEEP IT CLEAN AND SIMPLE


AVOID LOADED OR CONTROVERSIAL WORDS...




Mr. Mayor – have you not become the **most hated and corrupt politician** in town?

Isn't that what all **climate change deniers** say?

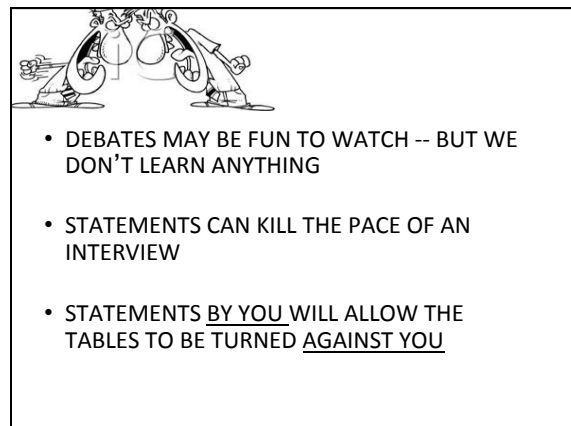
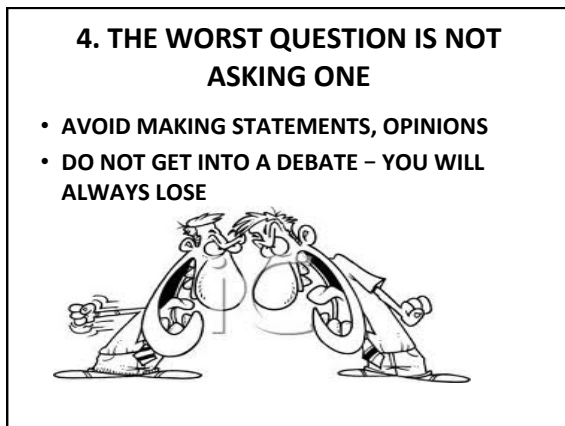
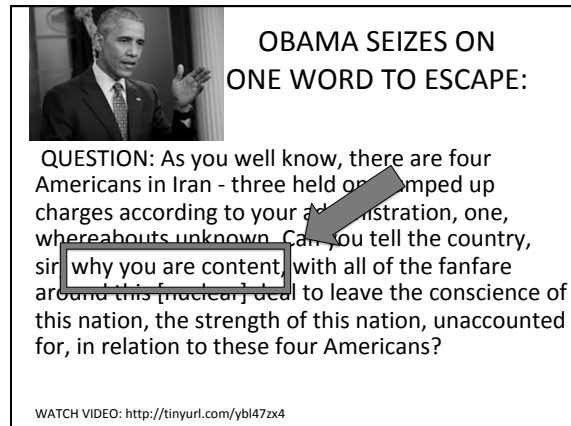
Are you doing enough to stop **radical Islam** in your mosque?



OBAMA IS QUESTIONED ABOUT HOSTAGES IN IRAN:



QUESTION: As you well know, there are four Americans in Iran - three held on trumped up charges according to your administration, one, whereabouts unknown. Can you tell the country, sir, why you are content, with all of the fanfare around this [nuclear] deal to leave the conscience of this nation, the strength of this nation, unaccounted for, in relation to these four Americans?




STATEMENTS CAN ALSO KILL THE PACE OF AN INTERVIEW



A cartoon illustration of a man's head in profile, shouting. To his left, the word "BLAH" is written three times in a jagged, hand-drawn font, indicating a lack of substance in his speech.

The endless question that Obama never gets to answer



A black and white video frame showing Barack Obama in a suit and tie, speaking. The video player interface at the bottom shows a progress bar at 0:01 / 1:00.

WATCH VIDEO: <https://charlirose.com/videos/17754>

STATEMENTS BY YOU WILL ALLOW THE TABLES TO BE TURNED AGAINST YOU



A cartoon illustration of two men in suits facing each other. The man on the left has a large, open mouth as if speaking, while the man on the right has a smaller, closed mouth, suggesting a power shift or a counter-argument.

Morgan Freeman vs Mike Wallace:




A black and white video frame showing Morgan Freeman speaking. The video player interface at the bottom shows a progress bar at 0:01 / 1:00.

Morgan Freeman On Black History Month

WATCH FULL VIDEO: <http://tinyurl.com/ztfk4u3>

A Prime Minister in Canada turns the table on a reporter



A black and white video frame showing a dark-colored car, likely a limousine or a vehicle used by a government official, parked on a street. The video player interface at the bottom shows a progress bar at 0:01 / 1:00.

WATCH VIDEO: <http://tinyurl.com/q88gtgl>

5. LISTEN, LISTEN, LISTEN



- GRAB THEIR WORDS, MAKE THEM YOURS AND THROW THEM BACK
- SHIFT THE WEIGHT BACK TO THE SUBJECT
- AND DON'T SOUND LIKE YOU'RE NOT PAYING ATTENTION...

A cartoon illustration of a man in a suit leaning forward with his hand to his ear, appearing to be listening intently.

LISTEN, LISTEN, LISTEN

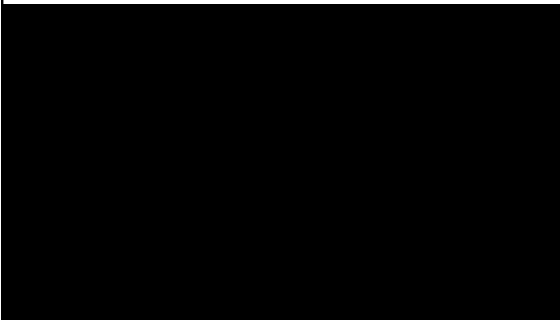


- LISTEN TO WHAT THEY ARE **REALLY** SAYING

Riots in Canada – A Police Chief Held to Account



What is this embattled police chief really saying... or not saying?



WATCH FULL SHOW: <http://tinyurl.com/ydb3r2ds>

CHALLENGING A POLICE CHIEF

POLICE CHIEF: I think it was very unfortunate that was **necessary** to do...

CBC: **WAS IT NECESSARY TO DO?**

POLICE CHIEF: ...We had to try to **balance** a very difficult set of responsibilities.

CBC: **DID YOU GET THE BALANCE RIGHT? EIGHT MONTHS LATER, DID YOU GET THE BALANCE RIGHT?**


POLICE CHIEF: Well I think eight months later we are still determining whether or not it was absolutely right. I think we did our **best**

CBC: **IS THAT GOOD ENOUGH**

POLICE CHIEF: Well that frankly will be for others to judge

RECAP: Five Basic Rules of Interviews

- 1. ASK OPEN-ENDED NOT CLOSED QUESTIONS
- 2. DON'T GIVE PEOPLE ANY EASY ESCAPE ROUTES
- 3. BASIC IS BEAUTIFUL - KEEP IT CLEAN AND SIMPLE
- 4. THE WORST QUESTION IS NOT ASKING ONE
- 5. LISTEN, LISTEN, LISTEN



ONCE YOU KNOW THE RULES, KNOW WHEN AND HOW TO BREAK THEM



REMEMBER RULE #1: DON'T ASK YES/NO QUESTIONS... EXCEPT TO FORCE A YES/NO ANSWER




WATCH VIDEO: <http://tinyurl.com/yaagfotg>

REMEMBER RULE #4: DON'T MAKE STATEMENTS... EXCEPT WHEN THE CAREFULLY-CRAFTED STATEMENT WORKS:



WATCH VIDEO: <http://tinyurl.com/g5at7l>

Using a statement to put Trump on the spot




- **QUESTION:** Just now, President Putin denied having anything to do with the election interference in 2016. Every intelligence agency has concluded that Russia did.
- **My first question is, sir: who do you believe? My second question is: would you, with the whole world watching, tell President Putin, would you denounce what happened in 2016 and would you warn him to never do it again?**

QUESTION: Just now, President Putin denied having anything to do with the election interference in 2016. Every intelligence agency has concluded that Russia did. My first question is, sir: who do you believe? My second question is: would you, with the whole world watching, tell President Putin, would you denounce what happened in 2016 and would you warn him to never do it again?

Trump: So let me say we have two thoughts. You have groups that are wondering why the FBI have never taken the server. Why haven't they taken the server? Why was the FBI told to leave the office of the Democratic National Committee? I've been wondering that, I've been asking that for months and months. And I've been tweeting it out and calling it out on social media.

Where is the server? I want to know. Where is the server and what is the server saying? With that being said, all I can do is ask the question. My people came to me — Dan Coates came to me and some others — and they said they think it's Russia.

I have President Putin — he just said it's not Russia. I will say this: I don't see any reason why it would be, but I really do want to see the server.




PUTTING CANADA'S PRIME MINISTER TRUDEAU ON THE SPOT FOR TAKING A FREE HOLIDAY FROM THE AGHA KHAN



#4: DON'T MAKE STATEMENTS... EXCEPT WHEN YOU CAN CAREFULLY CRAFT THAT STATEMENT IN THE FORM OF A QUESTION:





1. HOW COULD THAT **NOT** HAVE OCCURRED TO YOU, WITH ALL DUE RESPECT? YOU WERE GOING TO TAKE A **FREE** HOLIDAY FROM SOMEONE YOU CONSIDERED A **FRIEND**. HOW COULD THAT **NOT** HAVE OCCURRED TO YOU, THAT THAT MIGHT **NOT** HAVE BEEN OKAY?

2. AT ONE POINT YOU **DIDN'T SAY TO YOURSELF** THAT MAYBE THIS IS NOT THE BEST THING TO DO? YOU **NEVER THOUGHT** THAT?


➤ A powerful statement laid out as fact

➤ Forcing him 5 times to answer a negative, putting him on the defensive


WATCH VIDEO: <http://tinyurl.com/y78ndj8f>

#5: WHAT TO DO WHEN YOU GET INTO TROUBLE

Because face it - you are going to lose more than you will win...



**WHAT TO DO :
WHEN THE INTERVIEW TURNS
INTO AN ARGUMENT**



Be Firm - By **Cutting it off**. By taking an **Aggressive Approach** or by using **Humour**

The Humour Approach:
PIERS MORGAN PUSHES A REPUBLICAN POLITICIAN ON HER BOOK



WATCH EXCERPT: <http://tinyurl.com/yafzqdrk>

Defending your right to push:


- **MORGAN: Because right now, I'm curious -- right now, I'm curious about whether you support gay marriage.**
O'DONNELL: You're borderline being a little bit rude. You know, I obviously ...

MORGAN: Why are you being so weird about this?
O'DONNELL: That's what I want to talk about. I'm not being weird. You're being a little rude.

MORGAN: I'm baffled as to why you think I'm being rude. I think I'm being rather charming and respectful. I'm just asking questions based on your own public statements and now what you've written in your own book. It's hardly rude to ask you that surely.
O'DONNELL: Well, don't you think as a host, if I say this is what I want to talk about, that's what we should address?

MORGAN: Not really, no. You're a politician.

**WHAT TO DO :
... WHEN THE SUBJECT REFUSES
TO ANSWER THE DARN QUESTION!**



Don't get distracted – don't lose focus:
Brian Seltzer (CNN) vs Jill Abramson (ex-NYT) on Plagiarism



WATCH INTERVIEW: <http://tinyurl.com/y5ubj5ah>

Don't get distracted – don't lose focus:
Tapper vs. Trump on the "Mexican" judge




WATCH INTERVIEW: <http://tinyurl.com/y9kqkbut>

Don't get distracted – don't lose focus:
Tapper vs. Trump on the "Mexican" judge

- **TAPPER: What does this have to do with his heritage?**
TRUMP: ...this judge is of Mexican heritage. I'm building a wall, OK? I'm building a wall. I am going to do very well with the Hispanics, the Mexicans
TAPPER: So, no Mexican judge could ever be involved in a case that involves you?
TRUMP: Well, he's a member of a society, where -- you know, very pro-Mexico, and that's fine. It's all fine, but –
TAPPER: Except that you're calling into question his heritage.
TRUMP: I think he should recuse himself.
TAPPER: ... if you're saying he can't do his job because of his race, is that not the definition of racism?...
TRUMP: This judge is giving us unfair rulings. Now, I say why? Well, I'm building a wall, OK? And it's a wall between Mexico. Not another country.
TAPPER: But he's not from Mexico. He's from Indiana.
TRUMP: He's of Mexican heritage and he's very proud of it.

Keep asking the SAME question:
Katie Couric pushes Palin on what papers she reads



- WHAT NEWSPAPERS AND MAGAZINES DID YOU REGULARLY READ TO STAY INFORMED?
- WHICH ONES SPECIFICALLY - I'M CURIOUS?
- CAN YOU NAME ANY OF THEM?

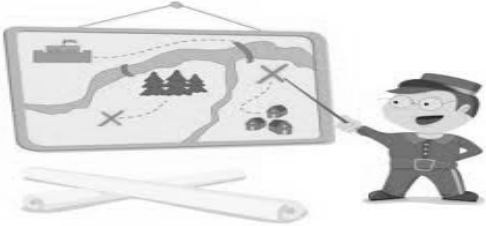
WATCH INTERVIEW: <http://tinyurl.com/kz3n463>

Really, really keep asking the same question...
BBC's Jeremy Paxman takes on a reluctant politician



WATCH FULL INTERVIEW: <http://tinyurl.com/ybrjq628>

PART TWO:
STRATEGY AND PLANNING –
PREPARING THE INTERVIEW




STRATEGY AND PLANNING – PREPARING THE INTERVIEW

- > **DECIDE WHEN TO DO THE INTERVIEW:**
- > **DECIDE WHAT TYPE OF INTERVIEW IT WILL BE:**
 - > - INFORMATION
 - > - EMOTION
 - > - ACCOUNTABILITY
- > **COCOONING** – EYE CONTACT, CREATING A SAFE SPACE
- > **'SPYING'** – WHAT CAN YOU OBSERVE ON THE DESK, WALLS, HOME THAT YOU CAN USE TO DIG DEEPER INTO WHO THAT PERSON IS
- > **STORY TELLING:** MAKE YOUR INTERVIEWS PART OF YOUR STORY TELLING STRUCTURE

When to trip the wire?
When do you notify your target... and how?




WHAT TO DO IF YOU HAVE NO INTERVIEW ??????



WHAT TO DO IF YOU HAVE NO INTERVIEW ??????


- ◆ Be open, forthright. Don't lie or sweet talk
- ◆ Surround the subject (getting to friends, colleagues, enemies)
- ◆ Make it clear the story is quite strong without him/her
- ◆ Build the ladder of allegations, giving the subject more and more reasons to worry about your investigation



Get rid of the notepad!



The answers are in the eyes,
not on your notepad




Double record
(always have a back-up)




A digital recorder... And the iPhone Voice Memo app

PREPARE YOUR NOTES




Make detailed, well-organized questions



- ORGANIZE YOUR QUESTIONS BY THEME
- USUALLY, YOU GO FROM SOFT, TO MEDIUM, TO HARD QUESTIONS
- USE A DIFFERENT PAGE FOR EVERY THEME SO YOU CAN EASILY SWITCH IF THE INTERVIEWEE MAKES THE SWITCH




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