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Martin Perlich

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THE ART OF THE INTERVIEW

A GUIDE TO INSIGHTFUL INTERVIEWING



MARTIN PERLICH

"World's best interviewer." — Stan Lee

"Martin is truly extraordinary!" — Leonard Bernstein

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Martin Perlich : The Art of the Interview: A Guide to Insightful Interviewing before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Art of the Interview: A Guide to Insightful Interviewing:

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reference-recommend5 of 6 people found the following review helpful. Interesting, semi-helpfulBy K. NorlanderAs part of my job, I interview people (students, faculty, businesspeople, clergy) for university publications. I do not have a background in journalism, and I was looking for tips to improve my interviewing techniques. Internet searches for interviewing tips bring up a lot on job interviews but not much for writers, so I was excited to find this book. Perlich does share some advice, but mostly he tells interesting stories about interviews he has conducted over the past several decades. He is an expert in music, so most of his interviews have been with famous classical, jazz and rock musicians, though he has interviewed other famous people such as Gore Vidal. I enjoyed his stories, and I did learn a little. Thanks to his suggestions and anecdotes, I will make some changes to the way I ask questions. I usually start with a few "business" questions to confirm information I have about the person and to ask about their employer; Perlich easily convinced me to start with something more interesting. That said, because Perlich naturally wrote about his area of expertise, which happens to be interviewing famous musicians for radio or television broadcast, I felt like much of his advice had nothing to do with me. I don't need to worry about slates or live broadcasts. I can't have my subject "show" my audience -- visually or audibly -- how to do something. He does give a nod to print publications, but that's about it. Similarly, he briefly mentions that his reader might be interviewing Grandma for a term paper, but his focus is on interviewing Famous People. I've interviewed a couple of people of moderate noteriety, but mostly I speak with less well-known subjects. It's not that I can't extract wisdom from his experiences that I can use to improve my own interviewing -- I can and will -- but I would have preferred a book that would have devoted more space to situations closer to my own. If you write for print publications and don't have a journalistic background, this book can be worth checking out from the library, but it isn't worth purchasing. If you are just starting out and are interested in going into radio, television or online videos, you might consider buying this book. If you are fan of Perlich or of well-known musicians, particularly from the '60s, '70s and '80s, you also might enjoy owning this book just for the stories. If you are expert in the field, don't buy this book; sit down and write your own book!

The Art of the Interview teaches just that--the interviewer's art of preparation, attitude, interaction, and improvisation. In its few pages, it provides an invaluable set of practical guidelines for both novice and veteran interviewers working in all media. Through the author's accompanying tales and anecdotes, culled from his long and noted interview career, these guidelines are brought to life and light is shed on the activity's many pitfalls and agile-minded ways of avoiding them.

From the Publisher "World's best interviewer." -- Stan Lee "Martin is truly extraordinary!" --Leonard Bernstein "Martin Perlich is 'The Artist of the Interview.' This is the only book you'll ever need. So read it and start asking the right questions." --Molly Barnes, art critic, owner of Molly Barnes Gallery, and former Programming Director of Artists Talk on Art "No matter how much interviewing experience you have, you will learn something insightful from this book." --William Toutant, composer, former Dean of the College of Arts, Media, and Communications, California State University Northridge "You don't need to be a student of journalism to get something out of this marvelous little tome. This is a must read for all who need to connect and learn from other human beings. It offers insight after precious insight on the fundamental communications strategies necessary for inspired, spontaneous conversation. For me it has become an essential handbook." --Ian Krouse, composer, Vice-Chair of the Music Department, UCLA. "If you have ever had the pleasure of hearing any of the myriad Martin Perlich Interviews, you know that Martin has charm, skill, and endless savvy when confronting the great personalities of our time. But now his secret is out: There is method to his madness, as scrupulously delineated in his *The Art of the Interview*, a volume as infectious in print as his interviews are on-the-air." --John Schneider, guitarist, composer, host of the radio show *Global Village* (KPFK) "Martin Perlich is a true original" --Sandra Tsing Loh About the Author Martin Perlich has interviewed leaders in the fields of arts, entertainment, politics, and sports since 1965. He was the first Intermission Host of the internationally syndicated *Cleveland Orchestra Broadcasts*, for which he interviewed myriad classical music luminaries. At radio stations in Cleveland and Los Angeles during the '60s and '70s, his interview subjects included such pivotal social and arts figures as Jane Fonda, Phil Ochs, members of the Black Panther Party, Attica prisoners, and Frank Zappa. In 1975 he became Creative Consultant for NBC's hit show *The Midnight Special* (which he also wrote, rehearsed, and edited). At PBS's KCET-TV and WNET-TV, Perlich developed and produced dramatic, music, and documentary programming, including *Citizen Artist*, *Hollywood 90*, *Singer/Songwriter*, and *Informance*. As an independent film producer, he has developed projects for Lions Gate and his own company, including *The Trial of Ramona Africa*, starring Whoopi Goldberg, for Channel 4 /London and American Playhouse. In the early '90s Perlich wrote, produced and directed interactive video for Warner New Media, including the CD-ROMs of Brahms' *A German Requiem*, Carl Orff's *Carmina Burana*, and the extensive educational project *The Orchestra*. Currently, Perlich produces radio shows for the Los Angeles-area public radio station KCSN, where he is the Program Director. Among these shows is the award-winning series *Martin Perlich Interviews*, for which his guests have included Carl Sagan, Martin Scorsese, Marcel Ophls, Whoopi Goldberg, Pierre Boulez, Terry Riley, John Adams, Joshua Bell, Placido Domingo, Bill Evans, Barry Gordy, Stevie Wonder, Tom Waits, Peter Dinklage, and a vast array of other world-class creative

people. Perlich is also a competent amateur pianist and the author of the recently published novel *Wild Times*. Excerpt. Reprinted by permission. All rights reserved. PREFACE I have arranged *The Art of the Interview* in a systematic, easy-to-use format that allows anyone, from a first-time user to a seasoned professional, to find and take from it whatever he or she needs: from basic structures and practical procedures, to advanced "inside-the-head" concepts and methods. For 40 years, in virtually all media, I have conducted practically every type of interview--celebrity, political, author, sports, arts, scientific--in all types of formats--print, radio, TV, film, Internet, recorded, and live broadcast. I've worked with a broad spectrum of public figures, celebrities and politicians, and regular people who happen to find themselves in front of my microphone. I was never schooled in broadcast. What I present here is culled from what I've experienced, and I've drawn certain conclusions regarding general rules, guidelines, and stratagems that I believe will be helpful to you. I have included a number of interview anecdotes, which will serve to illuminate the text. Take from the book whatever you need, but, above all, enjoy it--and the interviews it will certainly facilitate.