



The Art of the Interview

By Martin Perlich

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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.

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Editorial Review

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 Ophüls, Whoopi Goldberg, Pierre Boulez, Terry Riley, John Adams, Joshua Bell, Placido Domingo, Bill Evans, Barry Gordy, Stevie Wonder, Tom Waits, Peter Townshend, Gore Vidal, 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*.

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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.

Users Review

From reader reviews:

Carol Frazier:

The book *The Art of the Interview* make one feel enjoy for your spare time. You need to use to make your capable a lot more increase. Book can to be your best friend when you getting pressure or having big problem together with your subject. If you can make reading through a book *The Art of the Interview* for being your habit, you can get a lot more advantages, like add your personal capable, increase your knowledge about several or all subjects. You can know everything if you like available and read a guide *The Art of the Interview*. Kinds of book are a lot of. It means that, science e-book or encyclopedia or other folks. So , how do you think about this guide?

James Reveles:

Hey guys, do you desires to finds a new book you just read? May be the book with the headline *The Art of the Interview* suitable to you? Often the book was written by well known writer in this era. Often the book untitled *The Art of the Interview* is one of several books this everyone read now. This book was inspired many men and women in the world. When you read this reserve you will enter the new dimension that you ever know previous to. The author explained their plan in the simple way, therefore all of people can easily to understand the core of this publication. This book will give you a large amount of information about this world now. So that you can see the represented of the world in this particular book.

Marlon Hood:

Reading can called imagination hangout, why? Because while you are reading a book mainly book entitled The Art of the Interview the mind will drift away trough every dimension, wandering in most aspect that maybe unidentified for but surely can become your mind friends. Imaging just about every word written in a guide then become one contact form conclusion and explanation this maybe you never get prior to. The The Art of the Interview giving you yet another experience more than blown away your head but also giving you useful data for your better life on this era. So now let us explain to you the relaxing pattern this is your body and mind will be pleased when you are finished reading it, like winning a casino game. Do you want to try this extraordinary spending spare time activity?

Scott Reisinger:

With this era which is the greater man or who has ability to do something more are more important than other. Do you want to become one among it? It is just simple strategy to have that. What you have to do is just spending your time not much but quite enough to have a look at some books. Among the books in the top record in your reading list will be The Art of the Interview. This book which is qualified as The Hungry Hills can get you closer in getting precious person. By looking upwards and review this guide you can get many advantages.

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