1. **Make an appointment to interview the stakeholder in advance.**
   - Start by introducing yourself and stating the purpose of the interview and a polite request for the person to participate.
   - Include how much time the interview will take. (A script for this is provided at the start of the Interview Forms.)

2. **Arrive on time.**

3. **Arrive with the interview form and a pen or pencil to write down answers.**

4. **Assure the person that their responses will be kept confidential.**
   - Do not write their name or their business on your interview form.
   - The results from the interviews will be tallied, and no individual or identifying information will be revealed to others.

5. **Ask one question at a time and give the speaker ample time to think before responding.**

6. **Be an excellent listener. (The best interviewers do more listening than talking.)**
   Use these active listening techniques:
   - Maintain eye contact with the speaker.
   - Do not interrupt; remain silent until the speaker seems to have finished talking.
   - If the answer is long, you may want to summarize the response to make sure you understand. For example: “Just to make sure I understand, you support this ordinance mainly because of the health concerns, but you also feel it will improve the image of the community. Is that correct?”
   - If you are confused about any part of a response, ask additional questions or ask for an example. For example: “I’m not sure I understood that. Would you mind explaining it again?” or “Could you describe a situation where that might happen?”

7. **Take careful, but quick notes on your survey during the interview. Add to your notes immediately after you leave.**

8. **At the end of the interview, thank the interviewee for his/her time.**