



*Dream of  
Travel Writing*

# How to Handle Questions and Responses in Interviews (Live Demo!)

by Gabi Logan, founder of Dream of Travel Writing

A blurred background image of a coffee shop setting. In the foreground, there is a white cup of coffee on a saucer. To the left, a smartphone is visible. In the background, there is a vase of purple flowers and a white napkin. The text "Today, we're going to talk about..." is overlaid in the center.

Today, we're going to  
talk about...

1. Recapping interview best practices and framing our calls today

2. Interview with Kristin Settle from Visit Milwaukee

3. Interview with Stephen Hoshaw from Travel Lane County

4. Debrief and questions





Before we get this train moving...

Let's recap!



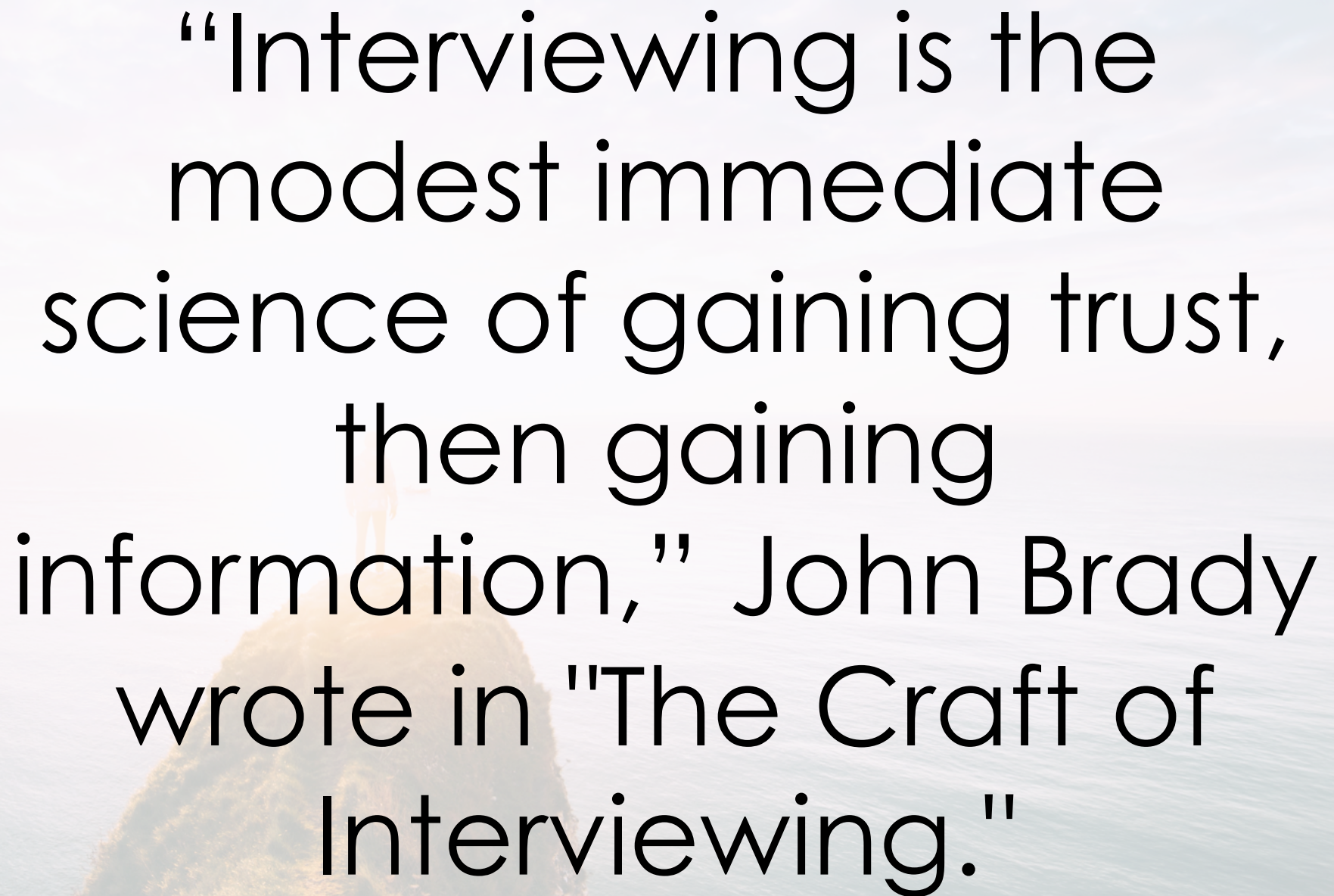


The background is a soft-focus photograph of a desert landscape. In the foreground, there are numerous small, yellowish-brown shrubs. In the middle ground, a person is visible riding a horse across a flat, sandy area. The background features a range of mountains under a pale, overcast sky.

Let's break it down.

What is an interview  
at its core?

A question. And listening  
to the answer.



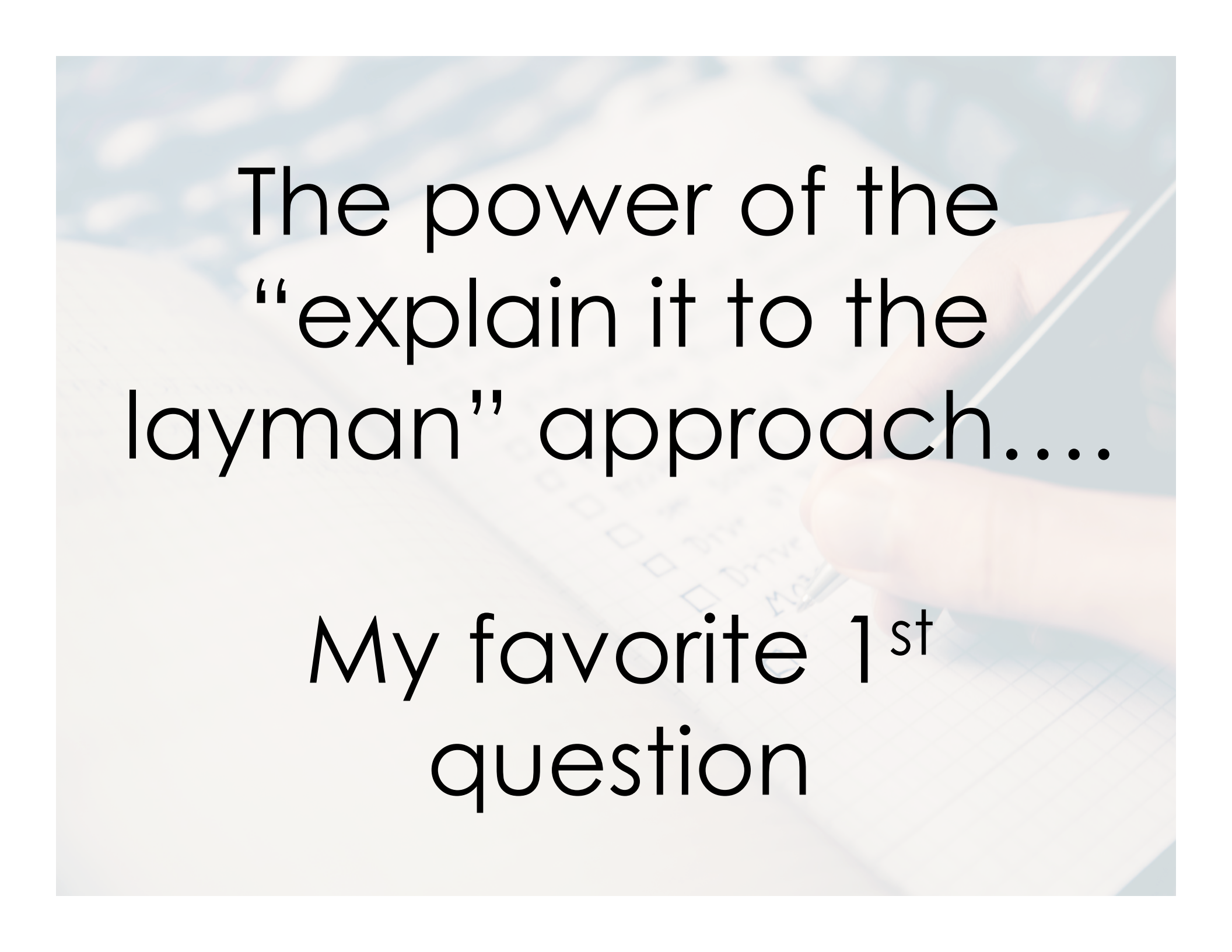
“Interviewing is the modest immediate science of gaining trust, then gaining information,” John Brady wrote in “The Craft of Interviewing.”



Background is much  
more important than  
questions.

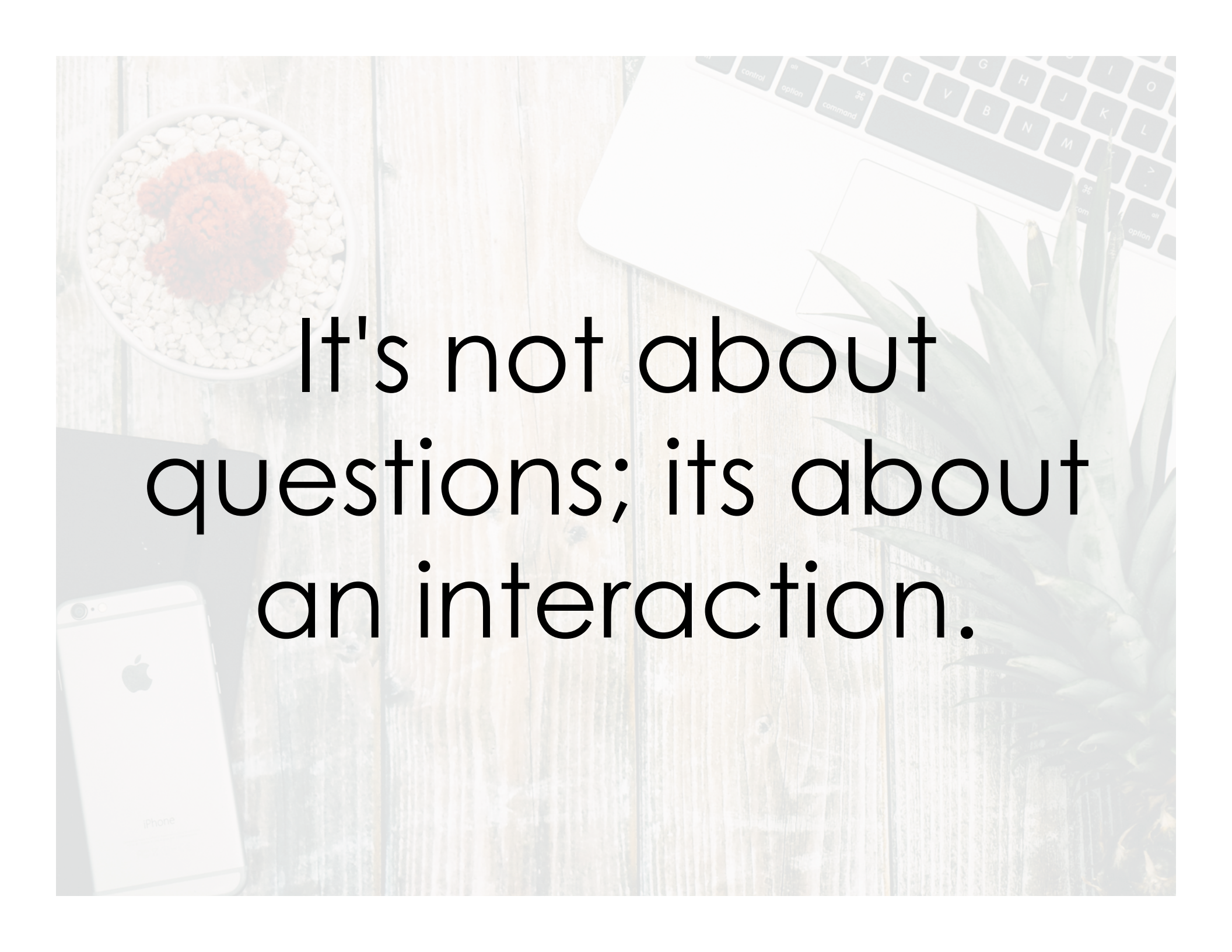
Know the topic  
generally; ask about  
specifics.



The background of the slide is a blurred photograph of a person's hand holding a pencil, positioned over a laptop keyboard. The lighting is soft, and the colors are muted, creating a professional and focused atmosphere.

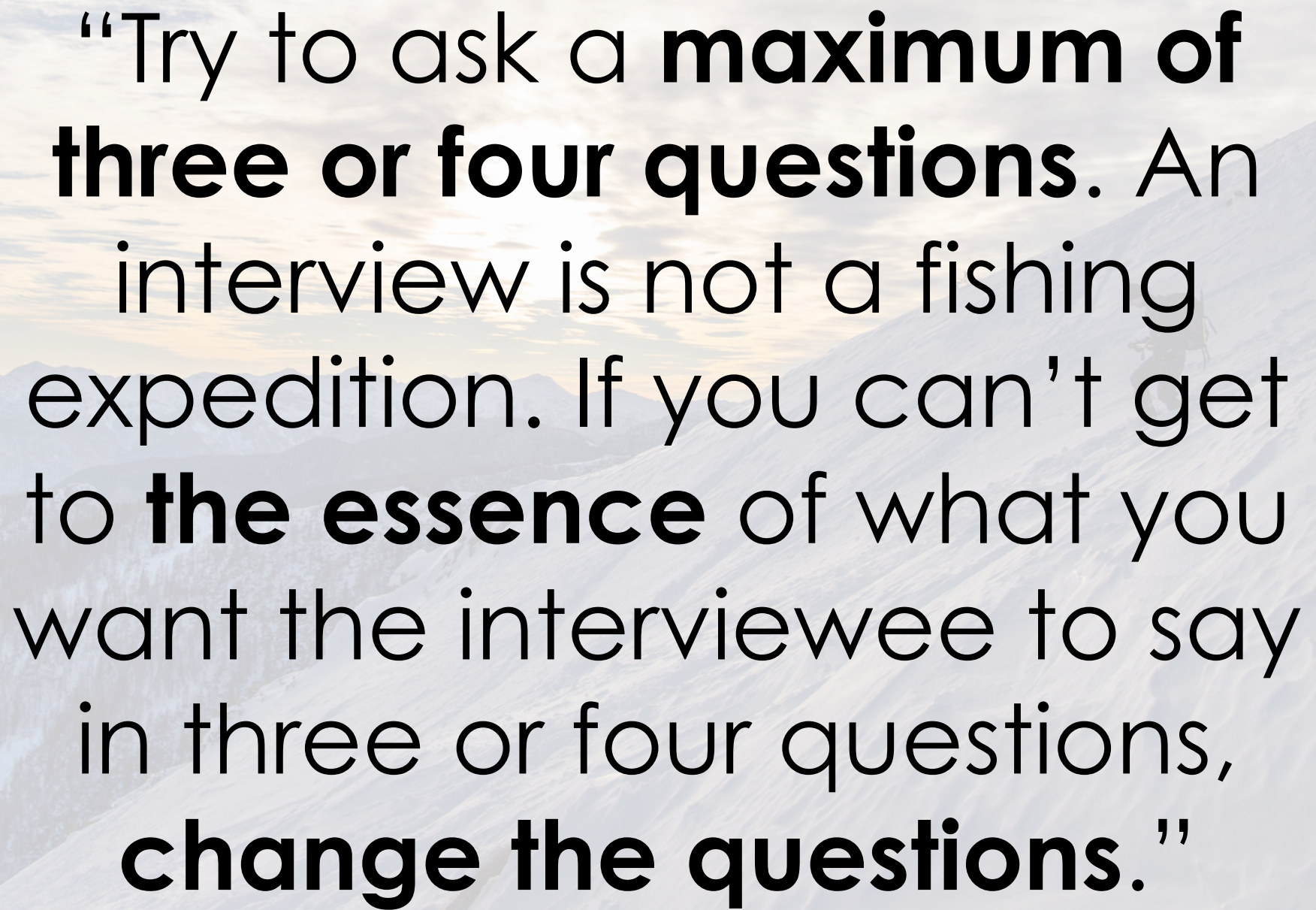
The power of the  
“explain it to the  
layman” approach....

My favorite 1<sup>st</sup>  
question

A top-down view of a wooden desk. In the upper right, a portion of a white laptop keyboard is visible, showing keys like 'control', 'option', 'command', 'X', 'C', 'V', 'B', 'N', 'M', 'J', 'K', 'L', 'H', 'G', 'I', 'O', and '>'. In the upper left, a white circular dish contains white pebbles with a small cluster of red succulent plants in the center. In the lower left, the back of a white iPhone is visible, showing the Apple logo and the word 'iPhone'. In the lower right, a green succulent plant with long, pointed leaves is partially visible. The text 'It's not about questions; its about an interaction.' is centered over the image in a large, black, sans-serif font.


It's not about  
questions; its about  
an interaction.





“Try to ask a **maximum of three or four questions**. An interview is not a fishing expedition. If you can't get to **the essence** of what you want the interviewee to say in three or four questions, **change the questions.**”





Bring it home with the  
one question you  
should always ask in  
any interview

\*\* (make sure to say relevant to your audience!)



# Sample Story #1: Milwaukee's Maker Movement

- Have previously visited the destination
- Have visited some of the places I would cover in the article
- Interview with the CVB as the article will be a higher-level overview for the destination for a section like a front of book trend piece in an airline magazine like *American Way*



Let's welcome Kristin Settle  
from Visit Milwaukee!



# Sample Story #2: Getting out of PDX

## – Active Day and Weekend Trips

- I have not been to any of these destinations
- I have previously researched the area and spoken with this tourism representative at a conference
- This “story” will be a round-up of ideas for visitors to Portland for Delta’s *Sky* publication with a time peg of the launch of direct access between Portland and London on Virgin Atlantic/Delta



Let's welcome Stephen  
Hoshaw from Travel Lane  
County!



Thanks so much  
for joining us today!

It was a pleasure chatting  
travel writing with you 😊

Whenever you need to double check an idea fit, your assumptions about editors, or your self doubt on whether your idea is good, email [questions@dreamoftravelwriting.com](mailto:questions@dreamoftravelwriting.com).

