

Interviewing masterclass with Natalie Jamieson, Newsbeat reporter: transcript

Hi, my name's Natalie Jamieson, and I'm a showbiz reporter at Radio 1. I present the 'Showbiz News' every day on *The Fearne Cotton Show* here, and my job basically involves doing loads of really fun stuff!

One thing in particular that I always enjoy is doing big events like the Brit Awards - it's always a fantastic event to go to because you get to see so many people in one evening.

The way that I always approach an interview to get the best out of the person I'm interviewing is firstly to try and think of it as a conversation, so that you're quite warm and relaxed and friendly when you're chatting to somebody, so you put them at ease.

Today is a typically busy day. I've been preparing the lunchtime bulletin that I do every day, which means editing interviews that I've already done, and writing up some stories.

And then also - and this is much more exciting - a bit later on today, I'm off to interview JLS.

I do know JLS relatively well – I've interviewed them a few times and they are really lovely.

It does help that you've spoken to them before because I know what they are like in interviews – I know that Marvin's the one who will give straight, serious band-esque answers and Oritsé can do that as well and then Aston will probably give the more jokey answers. And JB is in the middle, depending on how he's feeling.

My first tip for interviews is to do your research. If you don't, it can turn out like this:

(Cut to studio interview)

Natalie: "So guys, thank you for meeting me today. We're here to talk about your second album..."

JLS: "Third album, actually."

Natalie (embarrassed): "OK, third album. Er..."

If you don't prepare for an interview, it can be really awkward. You can say the wrong thing, it can be embarrassing if you're interviewing somebody and you get something wrong – whether it's their second or third album, or if you get the title of their album wrong, or forget the name of their film. The more research you can do, the better.

The second tip is to ask open questions – to try and phrase your questions in a way that is going to give you a good, rounded answer, so they can't just say "yes" or "no". If you get it wrong, it can turn out like this:

(Cut to studio interview)

Natalie: "How was it recording it, did it go well?"

JLS: "Yes. Yeah, very well. "

Natalie (awkwardly): "OK. Erm..."

One of the things that can be really useful and hopefully easy to remember: in order to get good answers out of people you can use the five 'W's': 'Who', 'What', 'Where', 'When', and

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'Why' – and if you can remember 'How', as well, then that will give you a really good answer from the person you are chatting to.

My third tip is to really listen to the answers you get when you ask your questions – if you don't, you could miss a really juicy exclusive.

(Cut to studio interview)

Natalie: "And what are you up to next?"

JLS: "We have got a brand new single coming out – 'Take A Chance On Me', and we're going on a tour as well next year, which is going to be incredible. It's an arena tour called the Fourth Dimension."

It's good to have your questions written down, but if you just go through your questions in order, sometimes you can miss something really exclusive or juicy that they may suddenly decide to put into one of their answers so it's really important to keep your ears open, listen, and then you can follow up on what they've said.

(Cut to studio interview)

JLS: "That interview was beautifully done!"

Natalie: "Thanks!"