

# Reporting and Interviewing

# Jesse Eisenberg's Interview with Romina Puga



# Building to Reporting

**Editing**

**Writing**

**Reporting**

**Story Idea**

**Audience (Target Market)**

# Two-Minute Drill

- ▶ What challenges might reporters face when trying to report at and beyond our school?

# A Strong News Story

- Readers understand the basics.
  - News (5W/H)
  - Background

(Reader)



**So how does this  
affect me and  
my world?**

# A Strong News Story

**Where**

**When**

**Who**

**What**

**Why**

**How**

**ANYTOWN** **Anytown Public Service** announced **Tuesday** that it will seek approval for a 17 percent hike in electric rates beginning July 1.

The utility said it needs the money to cover the cost of a new state law requiring that it get more electricity from wind farms. It plans to build a wind farm north of town.

The utility plans to seek approval for the increase from the state Corporation Commission. It would be the third time in five years that APS has raised rates.

**Background**

**Missing: SO WHAT?**

# A Strong News Story

**“Too many stories fail to answer the reader’s most challenging question: So what?”**

*Roy Peter Clark  
The Poynter Institute*

(Reader)



**So how does this  
affect me and  
my world?**

# Focus: Story Mapping

**Amanda  
Bynes**

Social media  
use →

What is and isn't appropriate use of Twitter? Can tweets you may regret later cost jobs, relationships?

→ Troubled star

→ When do problems start? →

What do members of drama, chorus, band, etc. think? Lessons for them?

→ "Show biz" families →

Do drama, chorus, band, advisers look out for this? If so, what do they do?

→ Substance abuse →

→ Teen use →

How common is this among teens?

What resources are available?

How does one identify, help a friend in trouble?

HOW DOES THIS AFFECT ME AND MY WORLD?

→ Does obsession with weight carry risks?

→ How to identify, help a friend in trouble.

→ Emotional problems →

→ Self image →

→ Identifying problems

→ School response →

→ Addressing problems

← Reader



## A Strong News Story

Readers understand the basics.

- News (5W/H)
- Background

Readers care about it.

- Impact
- Human Dimension (if appropriate)

(Reader)



SO *THAT'S* HOW  
THIS AFFECTS ME  
AND MY WORLD!

# Background Research

- ▶ Online research pitfalls
  - ▶ **Plagiarism**
- ▶ Google, etc.
  - ▶ Help you ask better questions
  - ▶ Wikipedia is not necessarily the devil; but it's close
  - ▶ **Curation: USE Reliable Sources!** Official data, official sites, etc.

# Interview: Defined

- ▶ A conversation directed toward a goal.
- ▶ Any interview begins with a goal:
  - ▶ This comes from your reporting plan.
  - ▶ Be ready to change direction based on what you find.
- ▶ Direct interviews toward this goal:
  - ▶ Select sources strategically
  - ▶ Frame questions well (research helps)
  - ▶ Seek detail, clear answers; follow up

# Arranging an Interview

- ▶ Call, email, letter, show up -- depends on story
- ▶ Identify yourself (**never misrepresent**)
- ▶ Set place:
  - ▶ If possible, in person (subject's "turf")
  - ▶ Sometimes done by phone (better in person)
- ▶ Describe story
  - ▶ General terms
  - ▶ If necessary, explain benefits to reluctant source
  - ▶ **Never misrepresent**