

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

Social media use

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

Amanda Bynes

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?

Emotional problems

Self image

Does obsession with weight carry risks?

How to identify, help a friend in trouble.

School response

Identifying problems

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**