

J202: WEEK 4

GATHERING INFORMATION AND INTERVIEWING

INFORMATION LITERACY

- when you need it
- where to find it
- how to evaluate it
- how to use it
- sounds easy, right?



INFORMATION FAILURES

- when discussed = important
- when false is believed
- when true is not covered
- when manipulation is unseen



CRITICAL THINKING



INFORMATION SOURCES

- primary vs. secondary



PRIMARY SOURCES

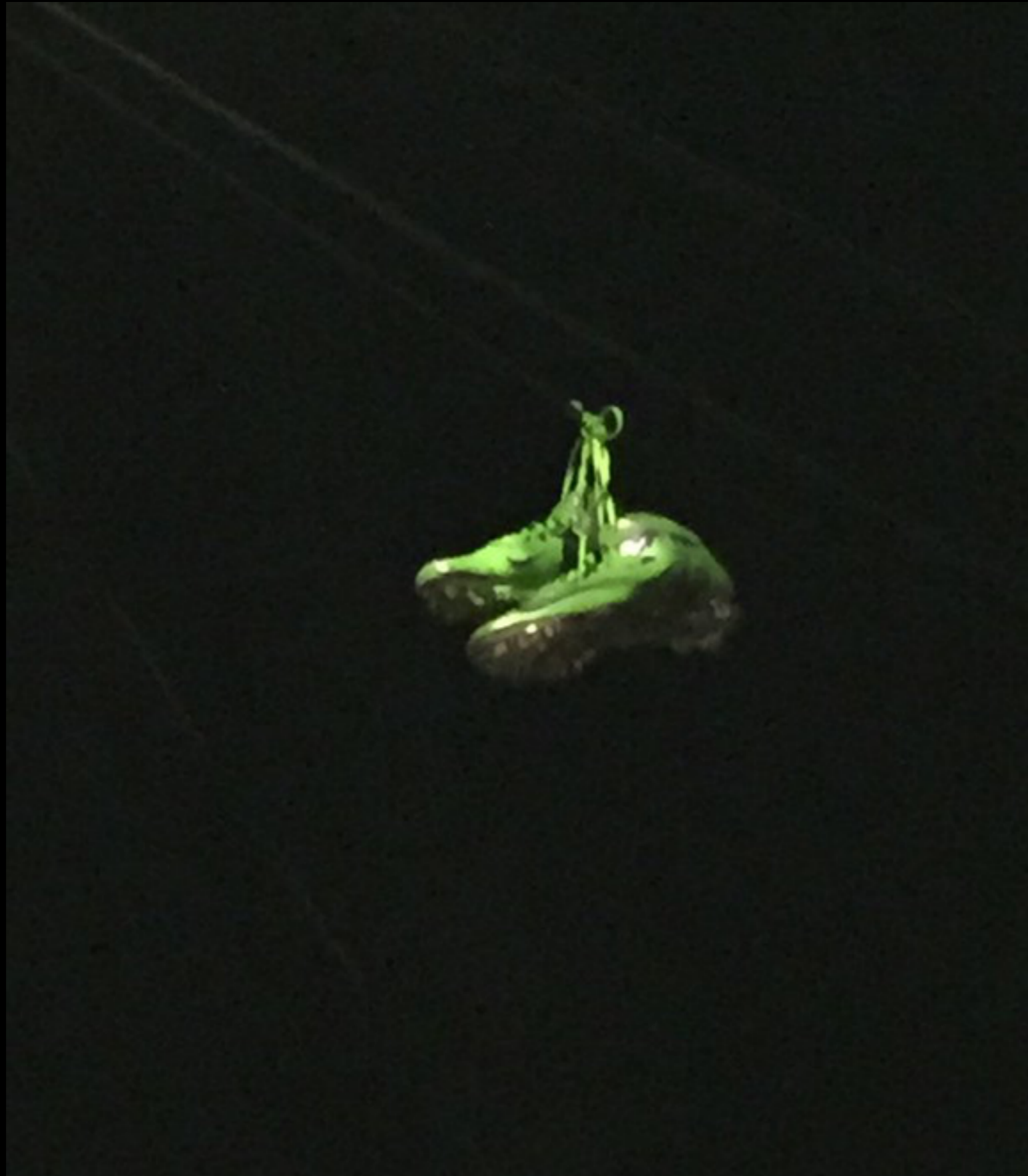
- public documents
- private documents/
research
- interviews
- observation



SECONDARY SOURCES

- previously published pieces





INFO USE IN NEWS

- story, interview ideas
- background
- facts
- opinions/interpretations
- quotes



The screenshot shows the top portion of a Huffington Post article. The header includes the Huffington Post logo and a hamburger menu icon. Below the header, the text 'THE BLOG' is displayed. The main title of the article is 'Midterms, Essays, and Domestic Violence: One of These Does Not Belong'. The date 'Aug 28, 2015' is shown below the title. A circular logo for the 'Society for Women's Health Research' is visible, followed by a short description of the organization: 'The thought leader in the study of sex differences, dedicated to transforming women's health through science, advocacy & education'. At the bottom of the screenshot is a photograph of three students (two men and one woman) sitting at a table in a library, looking at books and papers. The photo is credited to 'Jamie Grill via Getty Images'.

HUFFPOST

THE BLOG

Midterms, Essays, and Domestic Violence: One of These Does Not Belong

Aug 28, 2015

Society for Women's Health Research The thought leader in the study of sex differences, dedicated to transforming women's health through science, advocacy & education

Jamie Grill via Getty Images

PREVIOUSLY PUBLISHED

- starting point
- quality questions
- adopt only generally accepted info
- almost never use for quotes, facts in dispute
- report source


The screenshot shows a USA TODAY article from September 1, 2015, by Nicole Auerbach. The article discusses how college football coaches are addressing domestic violence. It features a photo of Georgia coach Mark Richt and quotes from him and Colorado State coach Mike Bobo. The article mentions that coaches use 'character ed' time to talk to players about respect and family. A sidebar on the right promotes an AT&T offer for a Samsung Galaxy S6 active.

USA TODAY NEWS **SPORTS** LIFE MONEY TECH TRAVEL OPINION 82° MORE

As domestic violence clouds college football, coaches work to root it out

Nicole Auerbach, USA TODAY Sports 11:21 a.m. EDT September 1, 2015

f 271 **t 238** **in 2** **1** **EMAIL** **MORE**
CONNECT TWEET LINKEDIN COMMENT



(Photo: Dale Zanine, USA TODAY Sports)

It is important to Georgia coach Mark Richt that his players treat women properly. He tells them that all the time, and he uses himself and his coaching staff and their relationships with women as examples.


"We have a lot of family nights," Richt said. "Our wives are around this program, and they see how we honor them and respect them."

Each time a Colorado State position group meets with its coach, five or 10 minutes are devoted to what head coach Mike Bobo calls "character ed" time.

Bobo, a former offensive coordinator under Richt, and his staff use the time to bring up anything that's happening away from the football field. Sometimes that includes the coaches talking to their players about what it means to be a man, and, often about issues that are creating negative headlines for other players and programs across the country — which, lately, has been centered on sexual and domestic violence.

USA TODAY
Baylor's Art Briles says his team is focused on SMU, not Sam Ukwuachu

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SAMSUNG Galaxy S6 active

LEARN MORE

PUBLIC DOCUMENTS

- maintained to do public's business
- Wis Open Records Law
- FOIA
- posted fact sheets, backgrounders
- data

The White House
Office of the Vice President

For Immediate Release

September 17, 2015

FACT SHEET: Resource Guide and Recent Efforts to Combat Sexual Violence on College and University Campuses

This month marks the 21st anniversary of the Violence Against Women Act (VAWA). President Obama and Vice President Biden have built upon VAWA's legacy by committing their Administration to rooting out sexual and domestic violence wherever they exist—especially when these crimes affect our nation's students. Today, the White House Task Force to Protect Students from Sexual Assault ("Task Force") released a **Resource Guide** to support the efforts of students, faculty, administrators, and communities around the country to prevent sexual violence and improve the response to it at colleges and universities. The Resource Guide compiles guidance,

PRIVATE DOCUMENTS

- outside the public sector
- institutions, organizations, individuals
- press releases
- backgrounders, briefings
- correspondence
- publications
- data

The screenshot shows the DAIS (Domestic Abuse Intervention Services) website. The header includes the DAIS logo and the tagline "One. And for all". A navigation bar contains links for "I Need Help", "I Want to Learn", "I Want to Help", "Media & Events", and "En Español". Below the navigation bar are several buttons: "DAIS in The Media", "Events", "Domestic Violence Awareness Month" (highlighted), and "Dine Out for DAIS". The main content area features a section titled "Domestic Violence Awareness Month" with a paragraph inviting participation in community events. Below this, there are two event announcements: the "9th Annual Purple Ribbon Walk" on Monday, September 28, and the "Governor's Council on Domestic Abuse's Justice Award" on Wednesday, October 14.

DAIS
DOMESTIC ABUSE INTERVENTION SERVICES

One. And for all

Help Line: 608-251-4445 or 800-7...
If you are in immediate danger c...

I Need Help | I Want to Learn | I Want to Help | Media & Events | En Español

DAIS in The Media | Events | Domestic Violence Awareness Month | Dine Out for DAIS

Domestic Violence Awareness Month

Join the nationwide effort to raise awareness about domestic violence throughout October by participating in community events commemorating Domestic Violence Awareness Month. Together, we can make a change and bring domestic violence out of the shadows in Dane County.

[9th Annual Purple Ribbon Walk](#)
Monday, September 28
11:55 a.m. to 1:00 p.m. at the base of the State Capitol steps on State Street
This annual silent walk/vigil is co-hosted by End Domestic Abuse Wisconsin and the Zonta Club of Madison. Join the gathering to publicly remember the women, men, and children killed in domestic violence homicides across the region in 2014.

Governor's Council on Domestic Abuse's Justice Award
Wednesday, October 14
11:00 a.m. at State Capitol Building
Pastor Phil Haslinger is the 2015 recipient for his incredible impact on the way the faith community in Dane County responds to domestic violence. This award honors an organization or an individual for extraordinary accomplishment in promoting safety,

OBSERVATION

- participant
- non-participant
- unobtrusive
- key for description
- key for insights
- ethical questions



INTERVIEWS

- direct experience
- expertise
- credibility
- in person
- phone
- e-mail

INFO USE IN STRAT COMM

- situation analysis
- competitor assessment
- key consumer insight
- concept generation
- concept testing
- strategy support



SECONDARY RESEARCH


- industry trade publications
- previously published pieces
- past campaigns



© PowerBar

"You want to hit a 110 mph serve down someone's throat. But you're polite about it. After  all, it's tennis." **Be great.**

-Holly Parkinson, 21
Tennis Player
2001 Australian Open, Second Round
Women's Professional Tour Player, Third Year
PowerBar user since 1997



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PRIMARY RESEARCH (PAID)

GfK MRI Reporter

Please Provide Feedback By Clicking [Here](#)

[New Database](#) [Change Report](#) [View Summary](#) [View Report List](#) [Log out](#)

Category

- Home: Small Kitchen Appliances
- Household Products - Food products: Popping Corn & Popcorn Snacks**
- Household Products - Non-food products: Microwave Usage

Base

- Total Homemakers**

Target

- Used in last 6 months Jolly Time (Principal Shoppers)
- Used in last 6 months Newman's Own (Principal Shoppers)
- Used in last 6 months Orville Redenbacher's Kettle Korn (Principal Shoppers)
- Used in last 6 months Orville Redenbacher's Butter (Microwave) (Principal Shoppers)
- Used in last 6 months Orville Redenbacher's SmartPop! (Principal Shoppers)
- Used in last 6 months Other Orville Redenbacher's (Principal Shoppers)
- Used in last 6 months Pop Secret (Principal Shoppers)
- Used in last 6 months Pop Weaver (Principal Shoppers)

[Options](#) [Add to your reports](#)

Fall 2010 Product
Household Products - Food products

Popping Corn & Popcorn Snacks
 Used in last 6 months Total (Principal Shoppers)
 Base: Total Homemakers

[Print](#)

[Spreadsheet](#)

Stub	Total '000	Proj '000	Pct Across	Pct Down	Index
Total	142,446	76,868	54.0	100.0	100
Men	44,816	20,793	46.4	27.0	86
Women	97,630	56,076	57.4	73.0	106
Educ: graduated college plus	40,891	21,992	53.8	28.6	100
Educ: attended college	39,985	22,268	55.7	29.0	103
Educ: graduated high school	43,819	23,791	54.3	31.0	101
Educ: did not graduate HS	17,751	8,817	49.7	11.5	92
Educ: post graduate	14,289	7,737	54.1	10.1	100
Educ: no college	61,570	32,608	53.0	42.4	98
Age 18-24	10,869	5,216	48.0	6.8	89
Age 25-34	26,476	13,093	49.5	17.0	92
Age 35-44	26,820	15,951	59.5	20.8	110
Age 45-54	29,057	17,085	58.8	22.2	109
Age 55-64	23,358	13,221	56.6	17.2	105
Age 65+	25,866	12,304	47.6	16.0	88
Adults 18-34	37,345	18,308	49.0	23.8	91
Adults 18-49	79,051	43,325	54.8	56.4	102
Adults 25-54	82,354	46,128	56.0	60.0	104
Men 18-34	12,714	5,390	42.4	7.0	79
Men 18-49	25,185	11,470	45.5	14.9	84
Men 25-54	25,979	12,111	46.6	15.8	86
Women 18-34	24,631	12,918	52.4	16.8	97
Women 18-49	53,866	31,855	59.1	41.4	110
Women 25-54	56,374	34,017	60.3	44.3	112
Occupation: Professional and Related Occupation	21,041	11,858	56.4	15.4	104

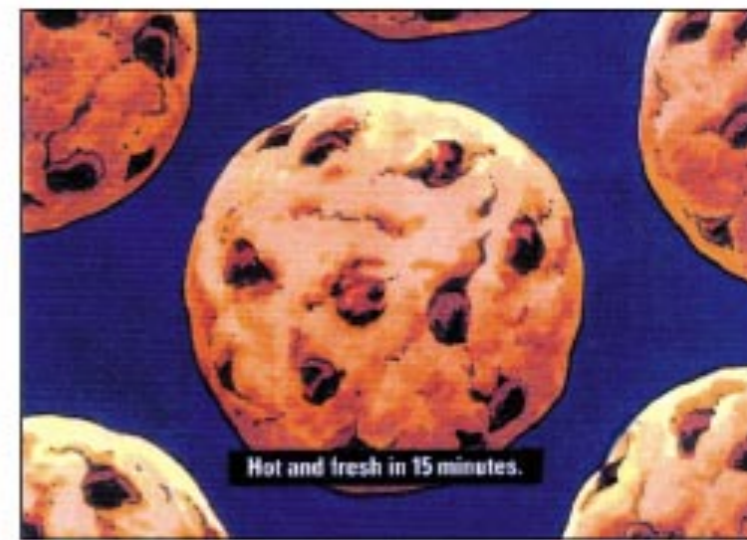
PRIMARY RESEARCH (ORIGINAL)

- focus groups
- surveys
- expert interviews
- insights unavailable to competitors



OBSERVATION/INTERVIEWS

- concept generation/
testing



PLACEMENT RESEARCH

- media planning
- part of strategy



EVALUATIVE RESEARCH

- top-of-mind tests
- sales comparisons
- focus groups
- direct-response counts

Language: English Italiano Ελληνικό

Acai Berry Select

Weight Less Formula & Program

LOSE WEIGHT & INCREASE ENERGY



- ✓ **PROVEN** active ingredients
- ✓ **LOSE WEIGHT**
- ✓ Feel more **CONFIDENT**
- ✓ Boosts **ENERGY** levels
- MFG. in the USA**

Boost Your Energy
With Acai Berry Select

As Advertised On

WHERE DO WE SEND YOUR BOTTLE!

ENTER YOUR SHIPPING ADDRESS

First Name

Last Name

Country

Street Address

City

State/Province

Zip/Postal Code

E-mail

Telephone

CLAIM YOUR BOTTLE NOW!

RUSH MY ORDER

EVALUATING SOURCES

- source motives?
- source expertise?
- info recent?
- info relevant?
- your impact?
- other sources?

<https://twitter.com/NARAL>

INTERVIEWS

- inquire
- listen
- observe
- respond
- record



FINDING INTERVIEWS

- common sense
- contact points
- expert databases
- interest groups
- avoid people you know



The screenshot shows the 'Experts Guide' website for news media at the University of Wisconsin-Madison. The page features a navigation bar with links to Home, University Communications, Twitter, and Campus news. The main content area includes an introductory paragraph about experts available for interviews, a search box, and a list of experts on today's news. Two experts are highlighted: John Hawks, an associate professor of anthropology, and Giuliana Chamedes, an assistant professor of history. A sidebar on the right lists various topics with the number of experts available for each.

UNIVERSITY OF WISCONSIN-MADISON

Experts Guide
FOR NEWS MEDIA

Home University Communications Follow us on Twitter Campus news

These experts from the UW-Madison faculty and staff have agreed to comment on breaking news, ongoing developments and trends in their areas of expertise. If you need help arranging interviews, contact University Communications at **608-262-3571**.

Search:
Topic or name
Go

Browse by topic:
Agriculture 79
Arts/humanities 108
Bioenergy/biofuels 19
Biotechnology 14
Business/economics 95
Climate change/global warming 37
Education 94
Energy 26
Environmental studies 87
Food 23
Health/medicine, human 329
Health/medicine, veterinary 29
Law 45
Media 25

Experts on today's news...

NALEDI FOSSILS
John Hawks
Associate professor, anthropology

Hawks, an expert on human evolution and genetics across the last 6 million years, can discuss discovery of an unprecedented trove of hominin fossils — more than 1,500 well-preserved bones and teeth — **representing the largest, most complete set of such remains found to date in Africa.**

[View the profile for John Hawks »](#)

PAPAL VISIT
Giuliana Chamedes
Assistant professor, history

Chamedes, an expert on the relationship between Christianity and politics, can discuss Pope Francis being the **first pope to address a joint meeting of the U.S. Congress.**

INTERVIEW SEEK

- facts
- quotes
- anecdotes
- situations, trends
- interpretations

QUESTIONS
MATCH
NEED

who?
what?
where?
when?

= FACTS

why?
how?

= MEANING



BAD QUESTIONS

- yes-or-no
- cliches
- leading
- absolute
- off-putting
- interruptions, detours
- double-barreled



INTERVIEW HOW-TO: SET IT UP

- seek in person
- then phone
- last ditch = email
- request appointment first

Christopher Zara  December 5, 2014 at 12:57 PM 

To: Katy Bartzen Culver
Media Request: Reporting On Sexual Assault

Hi Katy,

I hope all is well. Have you been following the controversy surrounding the Rolling Stone article about an alleged gang rape at UVA?

<http://www.rollingstone.com/culture/features/a-rape-on-campus-20141119>

The magazine published an apology after discrepancies emerged in the victim's story.

I'm looking to write a piece on the proper journalistic practices for covering sexual assault. For instance, it's generally accepted that journalists don't report the name of sexual assault victims, but what about seeking comment from alleged attackers? (In this case, the Rolling Stone reporter did not do that out of respect for the victim's wishes.) How far should we go to ensure that our sources are giving us accurate information while still being sensitive to their situation?

If you have some insight on this, I'd love your thoughts.

Thank you kindly,

Christopher Zara | **Senior Writer, Media & Culture**
Direct: +1 (646) 867 7176 Fax: +1 (646) 484 7576

INTERNATIONAL BUSINESS TIMES

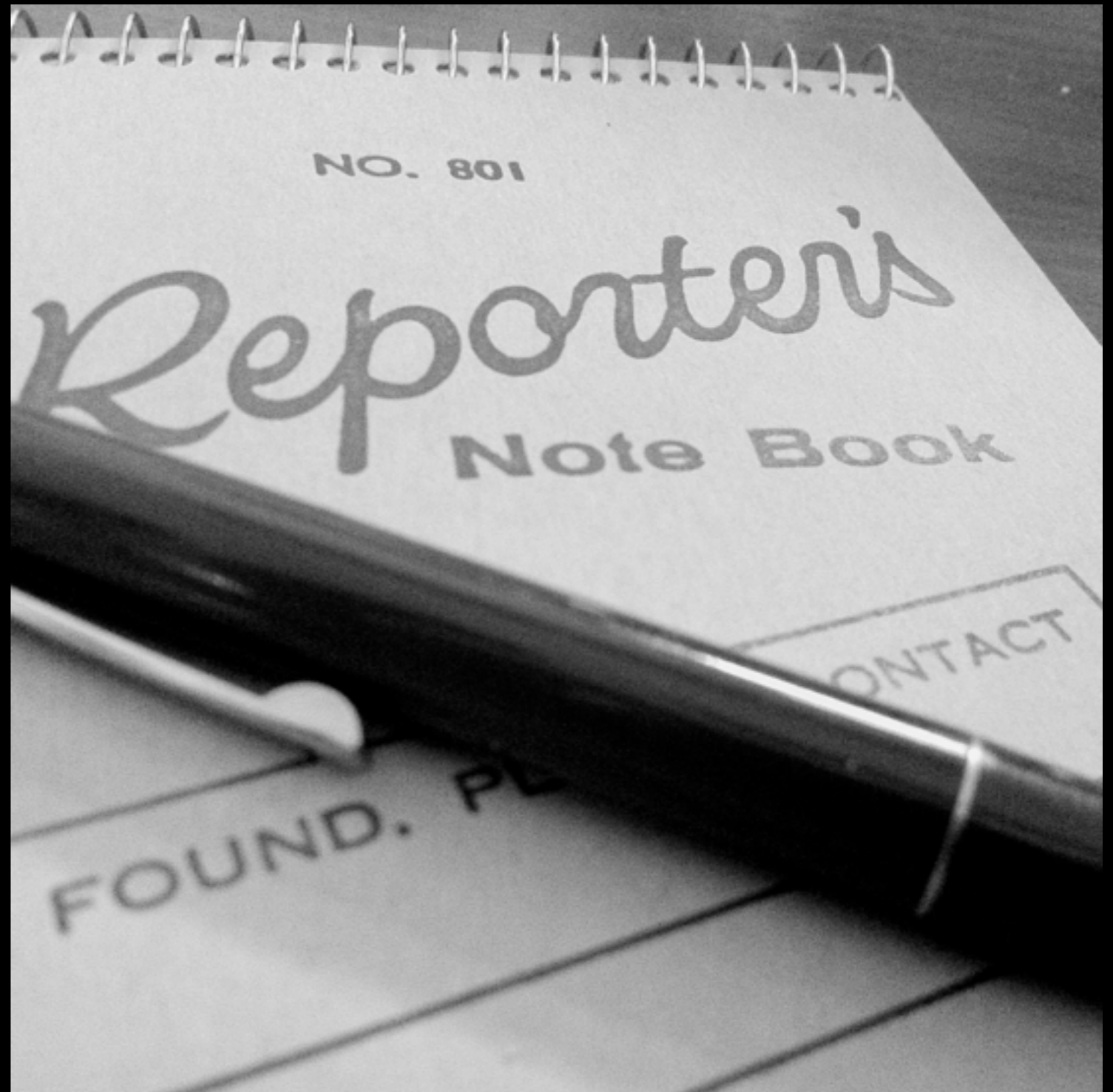
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<http://www.ibt.com/>

INTERVIEW HOW-TO: RESEARCH

- google advanced search
- lexis/nexis
- newspaper archives
- video clips

INTERVIEW HOW-TO: PREPARE

- develop shorthand
- pick notebook style
- draft questions
- note keywords
- organize research
- set recorder



INTERVIEW HOW-TO: START

- introduce
 - self
 - reason for interview
 - agenda for interview
- begin by verifying name spelling
- polite, open body language

INTERVIEW HOW-TO: BEHAVE

- relax
- show concentration, interest, empathy
- listen actively
- show ignorance
- avoid arrogance



INTERVIEW HOW-TO: TAKE NOTES

- mark verbatim
- mark time codes
- see nuance
- gestures, expressions
- physical surroundings
- shifts in conversation



GREAT LAST QUESTIONS

Have I missed anything?

What did you think we'd talk about?

What do people need to know?

most importantly

SHUT UP

WHAT YOU CAN USE

- on the record
- not for attribution
- off the record



WHAT YOU CAN USE

- seek on the record at all times, except:
 - extremely important info
 - only way to get it
 - sure you won't use it

LAW & INTERVIEWING: CAN'TS

- change wording of direct quotation
 - ums, likes, ya knows
- act fraudulently to obtain quotes
- libel
- break off-the-record contract

ETHICS & INTERVIEWING: SHOULDN'TS

- record surreptitiously
- use quotes without credit
- pay for interviews
- sensationalize
- jeopardize source
- interview those unaware of consequences
- use foul language recklessly

J202: WEEK 4

GATHERING INFORMATION AND INTERVIEWING