

National Journal Communications Council

**Media
University**

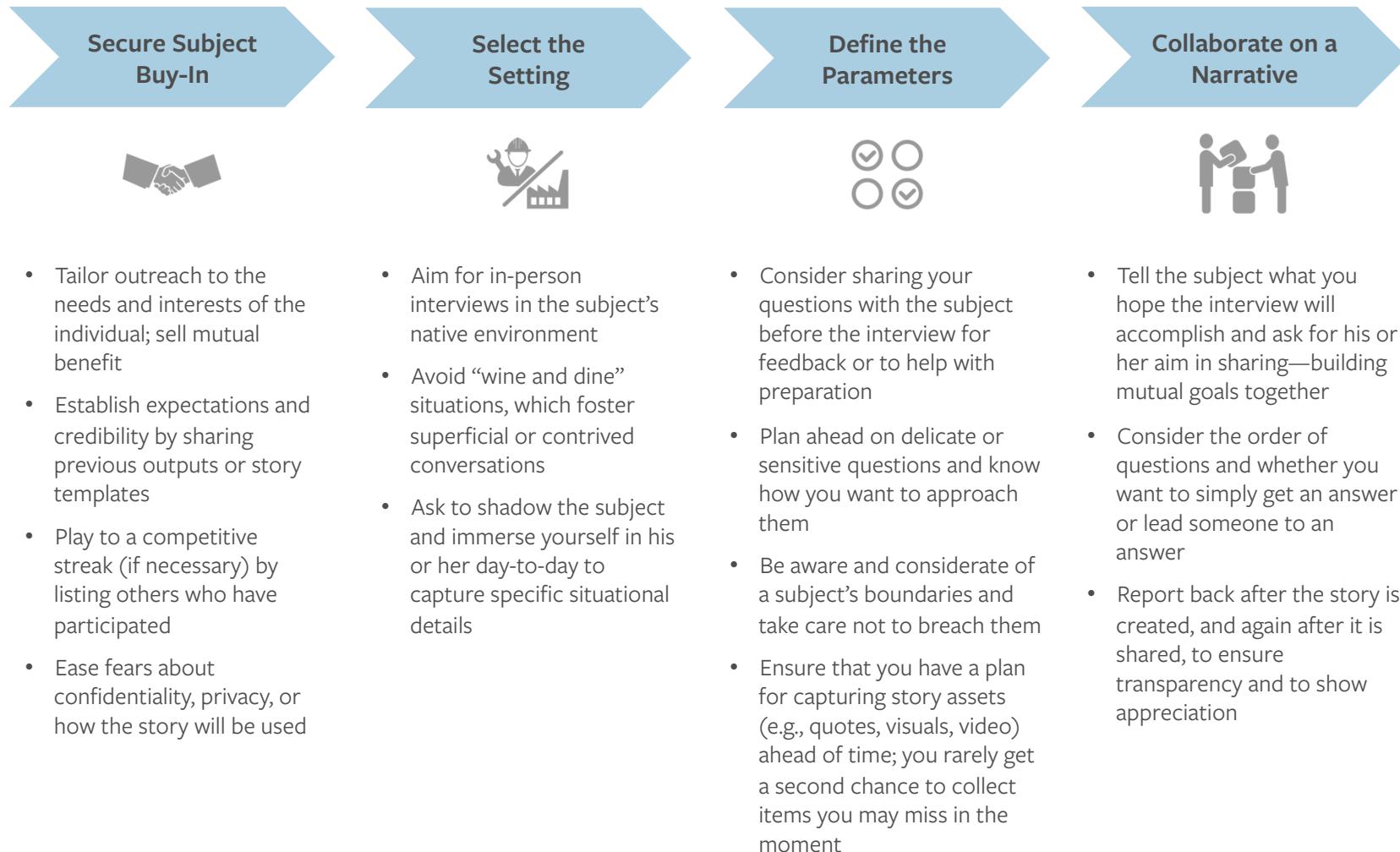
AMU 401: Narrative Storytelling in the Digital Age

Interviewing Techniques

February 13, 2015

Interview Success Hinges on Preparation

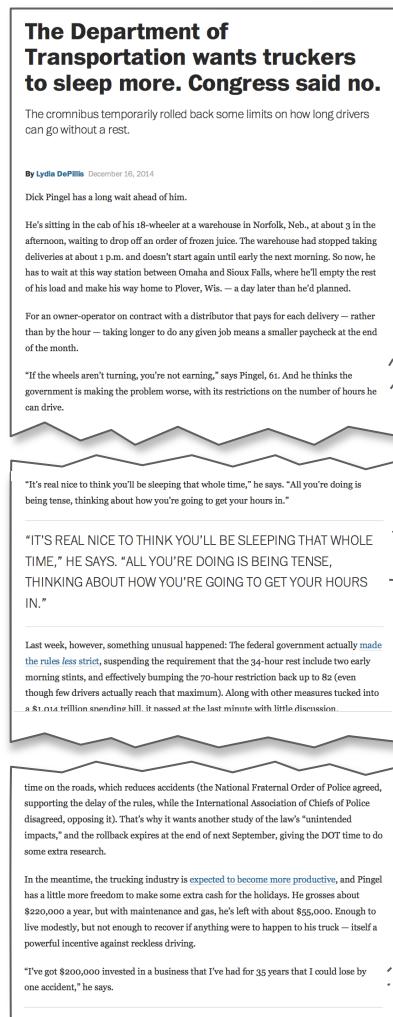
Process of Building Trust Begins Before the First Question is Asked



Sources: Images from the Noun Project, "Telling True Stories," Katherine Boo, Georgetown University lecture, National Journal Communications Council research and analysis.

Reconstructing the Character Interview

Analyzing Policy Story Sound Bites Can Reveal Common Question Structures



Quotes that Illustrate Character

...and the Questions that Elicit Them

"If the wheels aren't turning, you're not earning."

"It's real nice to think you'll be sleeping the whole time," he says. "All you're doing is being tense, thinking about how you're going to get your hours in."

"I've got \$200,000 invested in a business that I've had for 35 years that I could lose by one accident," he says.

- ✓ Tell me more about how you're affected by government restrictions on the hours you can drive...
- ✓ How is your life different now than it was before the restrictions?

- ✓ What goes through your mind when you have to take the government-mandated breaks?
- ✓ Describe for me how the effects of the regulations are different than policymakers intended...

- ✓ What do you wish policymakers knew about how truck drivers approach their jobs?
- ✓ Explain why you think the recent legislation won't have the effects on drivers that people fear it will...

Collection Mechanism Dictates Tradeoffs

Variety of Options When Collecting Stories, Balancing Quality, Quantity and Usability of Outcomes

