



Interviewing Writing

Focus on People

Interviewing and Writing Mod 7 PowerPoint and Video

Part 1

Student's Name: _____

Take notes from the Mod 7 Interviewing and Writing PowerPoint and Video.

1. When writing copy or stories in your yearbook, you should not write summaries but focus on _____. (People, Event, Team)
2. Four steps of interviewing a source for your yearbook are:
 - a. _____
 - b. _____
 - c. _____
 - d. _____
3. Six suggestions for having a great interview are:
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____
 - f. _____
4. After the interview, you will need to write a creative lead. Four examples of a lead are:
 - a. _____
 - b. _____
 - c. _____
 - d. _____

Mod 7, Part 1: To write the story everyone wants to read, you must conduct thorough interviews with the right people in the right place.



Mod 7, Part 1: Interviewing and
Writing-The Steps
Focus on People and not the team
or the event.

Research

- Conduct research. If you fail to do this, you are making your job much harder than it should be.



Review

- Look at previous yearbook and newspaper stories about the subject matter. Then decide if you need to locate statistics.

Prepare

- After researching the subject, compile a list of questions you want to ask the source.

Interview

- This is first and foremost a conversation. Be genuine, take notes, but make eye contact as well.

Interviewing Suggestions



Mod 7, Part 1: Six suggestions for a great interview

1. Call, text, email and schedule an interview
15-30 minutes for an interview
2. Prepare a list of questions
Small talk to break the ice
3. Create open-ended questions
What programs will benefit financially from the money raised at the challenge run?
4. Start with an easy question
Do you still have approximately 30 minutes?
5. Make interview a conversation
Take notes, make eye contact
6. Last two questions
What else should I know? / Is there anything else? May I contact you again if I have more questions?



Writing Copy

Four Examples of Lead



Mod 7, Part 1: The lead is the opening paragraph of any piece of journalistic writing.

Narrative Lead

Begins a story by telling a story.

Example: I threw on my favorite red dress and scrambled down the stairs as fast as I could. It was my 13th birthday, and I could not wait for the party to begin.

Quotation Lead

Build the lead around an important quote.

Example: “I could not have been more disappointed” That’s how 13-year-old Thomas Horns described his feelings as he walked into the school on September 3rd and realized that “Dr. J” was no longer the chemistry teacher.

Question Lead

Leads that contain a question.

Example: What is the first thing a student does when she finds out she made the cheer squad?

Summary Lead

Cram as much information into first paragraph as possible.

Example: Senior Mary Johnson received a standing ovation on October 1 when the short film she produced went viral. The documentary tells the tale of Mary’s quest to



Writing Copy

The Story



Mod 7, Part 1: Writing the Story

Lead

Quote

Transition

Quote

Transition

Quote

Transition

Conclusion

Mod 7

Possibilities

It is a Mod:
Do the items that is
best for your staff!

- Video/PowerPoint of Interviewing and Writing, **Part 1** with Follow-up handouts and discussion.
- Six activities (Handouts) on Interviewing and copy Writing, **(Two activities on Interviewing, One on Lead Writing, Two on Lead Writing and Copy writing, One on Haiku Writing)**
- Resources-**Spread Examples, How to develop yearbook body, Good Interview**
- Evaluation of Mod 7 (Quiz) **(Interviewing and Copy Writing)**, and Assessment



I Should Have Known That!

Mod 7:
Interviewing and Writing, Part 1



Blaze Bucks

I Should Have Known That!



Blaze Bucks

- Each Mod Lesson I will begin with a challenging, fun question.
- At end of lesson, I will give you the answer.
- Each week, two winners of \$5.00 Starbucks Gift Card.
- Staffs will be on different Mods, but no problem!
- Let's have some fun!

I Should Have Known That!

- a. 14 minutes per day
- b. 36 minutes per day
- c. 52 minutes per day
- d. 67 minutes per day
- e. 95 minutes per day

The average person gossips this many minutes per day:



Blaze Bucks

Arkansas and Nebraska Reps:

Greg Adams-Nebraska
Jennifer Davis-Arkansas
Keith McCoy-Nebraska
Jenny Olson, CJE-Arkansas
Jennifer Sinclair-Nebraska
Terry Smith-Arkansas



Arkansas

- The one finger wave or head nod greeting is common on country roads.
- Everything shuts down when it snows, but everybody buys all the milk and bread before that happens.

Nebraska

- The only thing going on during Huskers Game Day is the Huskers Game.
- The next town is an hour away, so fill up your gas tank now.

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Arkansas

- **Possum Pie**

No marsupials. The pie's thick top layer of whipped cream obscures secret layers of flavoring beneath it.

- **Buffalo Rib**

Not a partial rack of barbecued American bison. But in Arkansas, long-standing seafood shacks cook up buffalo ribs of the aquatic variety, buffalo fish.



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Nebraska

• Chef Boyardee

In Omaha, Nebraska you can find a six-foot-tall statue of the famous Chef Boyardee. And yes, he was a real person. .

• Birthplace of Kool-Aid

In 1927, the ever-popular juice drink Kool-Aid was invented by Edwin Perkins in Hastings, Nebraska. Transformed his soft drink syrup "Fruit Smack" into the famous Kool-Aid powder, making for an easier shipping process.

I Should Have Known That!

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- e. 95 minutes per day

The average person gossips this many minutes per day:

**52 minutes
per day.**



Arkansas and Nebraska Reps:

Greg Adams-Nebraska
Jennifer Davis-Arkansas
Keith McCoy-Nebraska
Jenny Olson-Arkansas
Jennifer Sinclair-Nebraska
Terry Smith-Aransas

Blaze Bucks