Part 1			
	's Name:	<u>.,,</u>	
	tes from the	Mod 7 Interviewing and Writing PowerPoint and Video.	
	When writi	ng copy or stories in your yearbook, you should not write summaries but fo	cus
		. (People, Event, Team)	
	Four steps (	of interviewing a source for your yearbook are:	
	a		_
	b		_
	c		_
	d		_
	Six suggesti	ons for having a great interview are:	
	a		_
	Ь		_
	c		
	d		_
	е		
	f		
	After the in	terview, you will need to write a creative lead. Four examples of a lead are	
	a		_

# Interviewing Writing

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.

Focus on People



### 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.

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

## 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



- 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?

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





## Writing Copy Four Examples of Lead



#### **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

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





## Writing Copy The Story



Lead

Quote

**Transition** 

Quote

**Transition** 

Quote

**Transition** 

Conclusion

Mod 7, Part 1: Writing the Story



## 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



Known That!

Mod 7: Interviewing and Writing, Part 1





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!

### Known That!

a. 14 minutes per day

o. 36 minutes per day

c. 52 minutes per day

d. 67 minutes per day

e. 95 minutes per day



#### **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 average person gossips this many minutes per day:

- 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.

The average person gossips



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



#### **Arkansas**

Possum Pie

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

#### Buffalo Ribs

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.







14 minutes per day 36 minutes per day

52 minutes per day 67 minutes per day 95 minutes per day

**Blaze** Bucks

Known That!

The average person gossips this many minutes per day:



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



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



#### **Nebraska**

Chef Boyardee

In Omaha, Nebraska you can find a sixfoot-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.





Known That!

The average person gossips this many minutes per day:

a. 14 minutes per day

. 36 minutes per day

c. 52 minutes per day

d. 67 minutes per day

e. 95 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

## 52 minutes per day