



NEWS SOURCES

Chapter 3

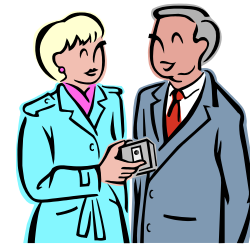
“Television News: A Handbook for Reporting, Shooting, Editing & Producing”

WHERE TO FIND NEWS?



- Everywhere!
Journalists, broadcast and otherwise, have a nose for news and always have their antennas active because news stories can be found anywhere and everywhere
- Observation
- Listening
- Printed Materials
- Online- websites, emails, Twitter, Facebook
- Public Events
- News Conferences
- News Releases
- Public Records (CAR- computer-assisted reporting)
- Tips
- Sources

GETTING PEOPLE TO TALK



- ◉ Reporters seek interviews with people who have facts, information, perspectives and opinions the reporter needs to better tell a full, complete and fair story
- ◉ Request an interview only after you're clear about whom you need to talk to and what you (and the public) need to know
- ◉ Be pleasant, considerate and professional when requesting interviews
- ◉ You are asking for time and information from someone, and your initial approach sets the tone for the conversation
- ◉ Make an effort to make things pleasant- show a genuine interest in the person and do your homework and research so that you come across as informed and credible
- ◉ Be persistent! Make more than one phone call and try to meet person in person if your calls and emails are not returned

OFFERING AND UNDERSTANDING MOTIVATIONS AND MOTIVES

- Many people are hesitant to be interviewed (especially for TV/video)- in such cases, you will need to be convincing and persuasive
- Always be honest with who you are, how and where the interview will be used
- Motivations to be interviewed can include the following: (pages 63-65)
 - For justice
 - For status
 - To promote and spread awareness
 - To tell their side of the story
 - To set the record straight
 - To get revenge
 - To help others

INTERVIEWING



- ◉ Prepare for the interview by doing background work and research on the topic and person or people you need to interview
- ◉ News sources lose respect for reporters who come to the interview without a basic understanding of the topic and the interviewee's background (see examples p. 65)
- ◉ Plan what to ask and write down the questions, then take time to go through your list and arrange the questions in an orderly, logical sequence
- ◉ Once you've persuaded someone to talk to you, the source may ask to know the questions in advance
- ◉ Typically, reporters refuse to provide written specific questions in advance, but will instead give general subject areas
- ◉ This will make the interview less rehearsed; your subject will not sound canned and insincere
- ◉ Also, people may be more candid and revealing when a question catches them off guard
- ◉ But do "pre-interview" a person before confirming the interview

SOURCE AGREEMENTS



- **On the record-** Ideal agreement in which subject's name and information are used
- **Off the record-** Careful here! Different interpretations of the meaning. Be clear what can and cannot be used.
- **On background-** This agreement has attribution such as “White House sources say...” or “According to a City Hall official who asked for anonymity...”
- **On deep background-** Often means the information cannot be used by the reporter but can also mean the reporter uses vague “a source tells us...” attribution
- **Not for attribution-** The reporter can use the information but not say where it came from (which isn't good journalism!). Try to confirm the information with other “on the record” sources

INTERVIEWING TIPS AND TECHNIQUES (P. 82-83)



- ◉ Avoid yes-or-no questions
- ◉ Keep the questions brief
- ◉ Ask one question at a time
- ◉ Rephrase questions
- ◉ Ask for simpler explanations
- ◉ Try not to interrupt
- ◉ Interrupt politely
- ◉ Know when to keep your mouth shut
- ◉ Don't be too agreeable
- ◉ Remember, silence is golden
- ◉ Communicate nonverbally
- ◉ Ask a final question