

Understanding the role of reporters

- Reporters gather information, interpret what they gather and report on what they interpret.
- Demand facts from you. Assume they'll check your position.
- Reporters write the story. Editors edit. Headline writers whittle.
- There are no guarantees. We can control what we say and do, but not how reporters interpret and write about it.



Understanding the role of reporters

- They don't care.
- Time is of the essence – deadline-driven profession.
- They are not your audience.
- Not your friend. Not necessarily your enemy.
- Always reporting. You are always on the record.

Remember: You are the expert.



Focusing the interview

- Four questions to ask:
 - What is the story about?
 - What is the focus?
 - Who else have you talked to?
 - What is your deadline?
- Determine format, length and place.

