Goal

- Quickly and accurately capture a small sample of opinions
- Should focus on current topic
How to:

- Develop a clear, concise question.
- It should be easily understood.
- It should deal with a current issue or topic.
- It should have two or more news values: impact/conflict or controversy/proximity/prominence/uniqueness/human interest/timeliness
- Be sure question is unbiased.
Go to it...

- Be sure to state your name and for whom you are conducting the interview.
- Speak clearly and directly.
- Get their permission.
- Get the basic information – Name (SPELLING)
  - Title or Occupation – Age if relevant
- Write down the clearly the information. Quote them completely. (Ask them to repeat what they have said or to slow down, if necessary.)
Notes

- Be sure you can read your handwriting.
- Be sure information is organized. (Who – said what)
- Be sure quotes are accurate (read it back to them if you are unsure).
- WRITE IT DOWN.
- Listen carefully to what they say.
Don't ask different people different questions.
Don't force a response or finish their sentences.
Don't guess what they said.
Don't get involved in a debate.
Don't walk away if you're missing information.
Write it up

- Name
- Date
- Slug
- Question

Name, Identifying Information: “Quote.”
Name, Identifying Information: “Quote.”
Name, Identifying Information: “Quote.”

30

-30-

Email to: roger.puchalski@gmail.com
Problems/Questions?

- Finding people.
- Refusal to answer.
- Irrelevant or inappropriate answer.
- Bias in selecting people to interview.
- Non-scientific sample.