



## Worksheet 2.2 A: Interviewing and the Art of Asking

*Instructions:* In this role-playing activity, your team acts out a cold call interview between a journalist and a source. An evaluator offers coaching and suggestions as you practice. Then, you will perform your cold calling role-play in front of the class.

### CASE STUDY #1

**Journalist:** You are an education reporter for the local TV news channel who is doing a story on a group of people who are protesting the high-stakes tests that students in public schools have to take in elementary school before they enter high school.

**Source:** You are an educational consultant who helped to create the test.

**Evaluator:** Use the criteria below to help your team members be successful. Offer feedback after each rehearsal to help both be successful.

Journalist	Source
1. <b>Do Your Homework.</b> Before you pick up the phone, do some research on your topic. Learn about the issue before you attempt to reach out to a source.	1. <b>Get Your Expertise On.</b> Before you talk to a journalist, make sure you can talk like an expert. Gather some key facts that you think a reporter will want to know.
2. <b>Explain Your Reason for Calling.</b> Be able to state our purpose for reaching out to this person within the first minute of the call.	2. <b>No Jargon.</b> Even though you're an expert, if you want your message to get across, you will need to explain ideas accurately, clearly and simply.

<p>3. <b>Flatter Your Source.</b> Explain why you consider this person a valuable source. Show that you care about the topic.</p>	<p>3. <b>Stay Calm and Confident.</b> You're the expert. Don't display nervousness and use vocal energy to hold your listener's attention.</p>
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### CASE STUDY #2

**Journalist:** It's Opening Day for the local professional baseball team and you are a reporter who's been assigned to cover the festivities. The team won the World Series last year and has made a very important change to try and repeat this year: they've signed the off-season's most coveted free agent: a dominating pitcher who won 25 games and the Cy Young award last year.

**Source:** You are the new pitcher.

**Evaluator:** Use the criteria below to help your team members be successful. Offer feedback after each rehearsal to help both be successful.

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### CASE STUDY #3

**Journalist:** The television show American Idol is holding auditions at the local concert hall. Thousands of people in search of their big break have been lining up for days to have their chance to shine. Among them is a young woman who was the winner of an annual local talent contest. You have been assigned to cover the Idol tryouts and to tell this young woman's story.

**Source:** You are the local Idol contestant.

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### CASE STUDY #4

**Journalist:** You are filling in for the White House reporter at your television station and have been assigned to cover the Daily Briefing today. At today's briefing, the White House press secretary talks about the corruption charges that have been filed against the Chief of Staff. You find out later that the Press Secretary recommended the Chief of Staff, a longtime friend, for the job.

**Source:** You are the White House Press Secretary

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### CASE STUDY #5

**Journalist:** You are a reporter assigned to cover the case of a soldier who has just returned from Afghanistan to find that he and his family are about to lose their home. Why? Because while he was away, his wife missed a \$100 Homeowner’s Association dues payment and the association has moved to foreclose on their home to get their money.

**Source:** You are the returning soldier.

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### CASE STUDY #6

**Journalist:** Jay-Z is in town. He is doing a concert that night, but is also doing a charity fundraiser for a local group. You have been assigned to cover this story and to find out how this local charity has managed to get on the schedule for this international star.

**Source:** You are the Executive Director of the local charity.

**Evaluator:** Use the criteria below to help your team members be successful. Offer feedback after each rehearsal to help both be successful.

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STUDENT REPORTING LABS

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### CASE STUDY #7

**Journalist:** After months of trying to convince the editor of your newsmagazine that this would be a great story, you have been sent to Pakistan to interview a pro-Western mayor who is under fire from the Taliban. Before he and his parents decided to return to Pakistan, this man had not only gone to high school with you, but was also your college roommate at a university in the United States.

**Source:** You are the Pakistani mayor.

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### CASE STUDY #8

**Journalist:** You are a reporter who has been assigned to talk to a professor at your local college about his latest research in which he answers a question that has been on the minds of many for decades: Which came first, the chicken or the egg? Because he has found the answer to this very important question and he is local, your editor wants you to get it before the word gets out to the rest of the world.

**Source:** You are the professor, and you are a little annoyed by all of the reporters who have been calling and interrupting your chicken and egg research.

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