

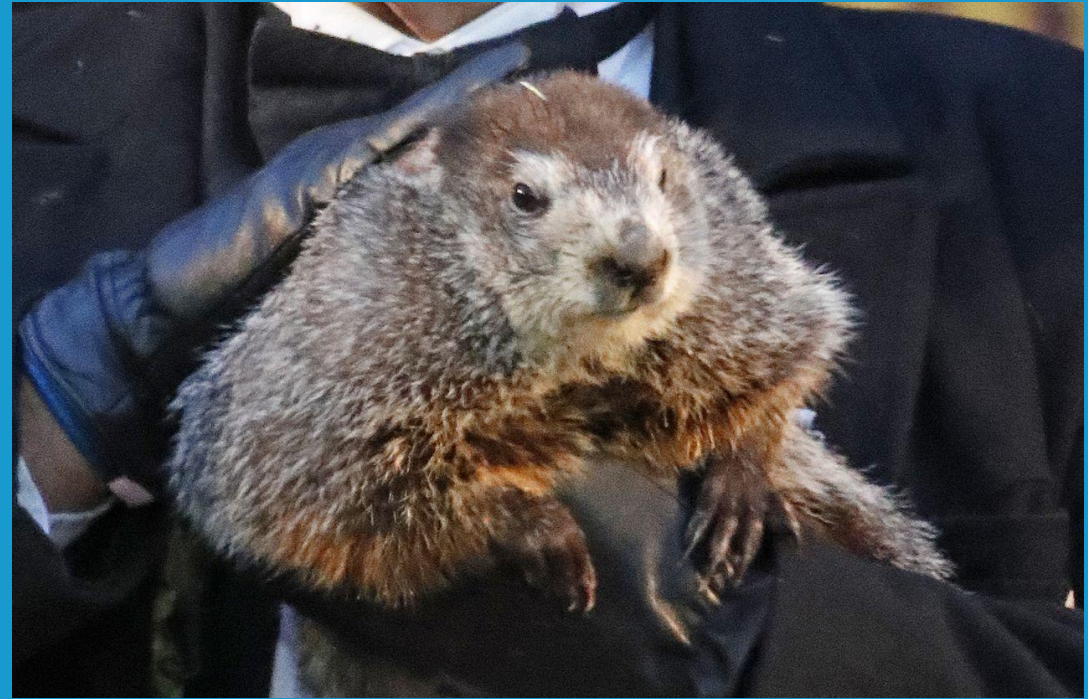
# Happy Groundhog day!

Did he see his shadow?



# Announcements:

- Online Issue
- Advertising
- Socials
- Events
- Staff bonding
- Articles due today & assigned
- Articles due to copy 2/4
- Next print issue distributed 2/11/22 (combo of this issue and next)



# What do you need from us?

- It's been almost a month → What has worked? What hasn't? How can we help you produce your best possible work?



Let's brainstorm! What do you think will be helpful to see in meetings?

# Interviewing 101

- Almost every article should have at least two sources, and hopefully more!
- Each article will require different sources, but they should all connect to SNHU!





# How to set up an interview

- Who should you interview?
  - If a story focuses around the school/higher ed seek out a staff/faculty member in the appropriate department
  - Stories about campus life are a great opportunity to talk to students - you can't use people you know as sources, but it's a great opportunity to branch out and meet more of the SNHU community



# How do you set up an interview cont...

- Email staff/faculty, students, or athletes to set up an in person or virtual meeting
- Try to be as flexible as possible with times, and prepare for a longer interview
- Talk to students in common areas - it may feel awkward but that's the best way to hear from the community!



# Interview Prep

- Think about why you're interviewing this person - what do they know that you to know?
- Try to come up with at least ~10 questions → More questions = more information for the story
- Be prepared to go off script! You could get information you didn't even know you wanted!
- Dress professionally! You don't need a tux, but show you appreciate this person taking time to talk to you!



# Conducting the interview

- **Record the interview and take notes!!**
  - Make sure you get their name, pronouns, and consent to recording on the audio recording!
  - There are many note taking strategies, but notes are a must!!
- Make sure to ask follow up questions! It makes the subject feel heard and more comfortable, and gets you more info for your article
- Remember that your subjects are people too! Don't be stressed and don't rush to change the conversation if it strays!





# After the interview

- MAKE SURE YOUR SUBJECT'S NAME IS SPELT CORRECTLY
- MAKE SURE PRONOUNS AND GRAD YEAR ARE CORRECT
- MAKE SURE THE QUOTE IS ACCURATE
- If you relisten and don't understand something or have more questions reach out to your subject! It's better to be sure than to publish an inaccuracy!
- Repeat as many times as necessary!



# Any article ideas?

Our article scheduling should be up on the info page!!

Article brainstorm session!!



# Time to work on articles, meet with editors/managers

- Talk about what you need to improve on
- Finish articles for next week's issue
- Articles were due today...discuss needs for them
- Ask us any questions

