

# Quick Guide to Basic Interview Preparation

| <b>News Value Factors</b> | <b>Likely Questions</b>  | <b>Possible Positive Points</b>  |
|---------------------------|--|--|
| Impact                    | <i>How many people or groups affected?<br/>What's the impact/effect on other operations?<br/>What's the cost?</i>          | Steps taken to minimize impact   |
| Timeliness                | <i>When did it happen?<br/>When did you find out?<br/>When did you do something about it?</i>                              | Quick response, good training  |
| Prominence                | <i>Anyone prominent involved?<br/>Anyone prominent injured?<br/>Prominent suspects/victims?<br/>What's his or her role</i> | We treat everyone equally  |
| Proximity                 | <i>Where did it happen?<br/>Where are the victims/survivors from?<br/>Any local sources/local involvement?</i>             | Concern for various local "publics"<br>(Varies by location)                |
| Oddity                    | <i>Has this ever happened before?<br/>What are the odds of such an incident/accident/occurrence?</i>                       | Talk about lessons learned or how your plan minimized impact.              |
| Suspense                  | <i>What will happen next?<br/>Anyone in trouble or facing disciplinary action?<br/>When will you know the cause?</i>       | Talk about actions you're taking.  |
| Conflict                  | <i>How do you answer the charges made by _____?<br/>Do you think this is really fair to _____?</i>                         | Explain why you're doing what you're doing.                                |
| Emotion/<br>Victims       | <i>Any women, children or elderly involved?<br/>What are you doing to help the victims?</i>                                | Say what you're doing to help.   |
| Sex                       | <i>Were there any women involved?<br/>What is the nature of their relationship?</i>  | Protect individual privacy.<br>Treat men and women equally.                |
| Current Trends            | <i>Any connections between this issue and other recent news stories about _____?</i>                                       | Explain differences or similarities between this and other such incidents. |
| Progress                  | <i>Is this a first?<br/>Is this new technology?<br/>What are its potential applications?</i>                               | We're always looking for a better/faster/cheaper/more efficient method.    |

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