Crime and Justice Research Alliance

Print Interview Preparation

Industry Tips & Best Practices
Target Audiences

Are there policy implications?
Who needs to know about this?

Who will benefit from your findings?
What is one thing that needs to change?

Does a misconception need to be addressed?
Is there a specific call to action?
Message Development

• Introduction
  • Who you are
  • What you’re doing
  • Why it’s important

• Three key messages
  • Research findings
  • What is the impact?
  • Avoid jargon
  • High school readership
  • What is the desired headline?

Reducing the California prison population didn’t increase crime
Print Interviews (Before)

- Confirm logistics
  - Time zone, phone number
  - Topic and questions
  - Previous coverage

- Create a cheat sheet
  - Three message points
  - Facts, figures, statistics

- Reactive inquiries
  - Buy your time

Cheat Sheet

1. What did you find?
2. Why is it important?
3. What are the implications?
Print Interviews  *(During)*

- Establish credibility
  - Introduction

- Purpose of interview
  - Answer questions
  - Personalize – share stories
  - Provide examples
  - Hit message points

- Anything else?
  - Hit remaining points
  - Offer to be a resource
Bridging Techniques

- **Answer the question**
- **Bridge to a key message**
- **Conclude on a positive note**

- “That’s an important question, but what I’m here to talk to you about is…”
- “Before we move on, I would like to add…”
- “That’s a fair point, but what’s important to remember is…”
- “There are other experts who have studied that issue more closely, but what I can tell you is…”
- “There is more to the story, specifically…”

“That certainly is part of the conversation, but let me remind viewers…”

[Logo: Crime & Justice Research Alliance]
Print Interviews *(After)*

**DO**
- Follow-up and thank
- Promote their articles
- Nurture relationships
- Be resourceful
- Correct factual errors

**DON’T**
- Talk about other stories
- Go off the record
- Try to fill the silence
- Request to change quotes
- Ask to see the story