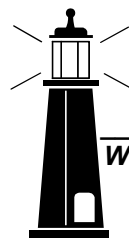


Quick Guide to Basic Interview Preparation

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

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