Quick Guide to Basic Interview Preparation

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

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Current Trends	*Any connections between this issue and other recent news stories about_____?*	Explain differences or similarities between this and other such incidents.
Progress	*Is this a first?* *Is this new technology?* *What are its potential applications?*	We're always looking for a better/faster/cheaper/more efficient method.

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