<h1 style="text-align:center">Expert Interview:
Writing Questions</h1>

Example of turning learning aims into questions

Learning Aims

1. Describe the relationship between your advocacy activates and achieving socially relevant results.
   a. Interview Question – What do you see as the key role and associated activities of non-profits as it relates to social change?
2. Analyze how social and organizational culture influences ethical decision-making.
   a. Interview Question – Given your professional experience, how do you see social and organizational cultures influencing and effecting ethical decision making in both organizations as well as in our society as a whole?

How to form questions

- Basic question with an example, askes guest for their opinion/reaction
- Follow up question, relates to guests first response.
- Host describes a situation to allow guest to comment.
- Specific question asked, looking for specific answer. (It is best to provide brief answer (keyword or bullet points) to the questions that will be asked so the host can be confident that the proper answer is given by the guest.)
- Host reads statement or quote from media outlet to get guests reaction.

Terminology that can be used to construct questions

- Differentiate
- Organize
- Relate
- Compare/Contrast
- Distinguish
- Examine

Here is a link to a sample of TV news clips which illustrate standard interviewing styles for single or multiple guest.
https://mediaspace.adler.edu/channel/channelid/35573781
Log in using your adler email address and password

Scripting Interview Questions

Week 1
Host: Today we are talking about traditional media verses social media and how to reach your audience. We are speaking with (guest name) the (title) at (company), thank you for joining us.

Question 1: Is there a difference between social media and traditional media?"
Follow up question – "Do they influence one another?"

Question 2:   There are so many different social media platforms, such as facebook, twitter, and Instagram, how do you know which service is best to reach your audience?

Host: gives brief summary of the guest's responses.) "Guest Name", thank you for taking the time to speak with us today.