



COMMUNICATION MARK

Selecting Interview Subjects for the Case Statement

Thank you for your help locating interview subjects for the case statement. Here are some criteria that may be helpful to you during the selection process:

- Choose at least 5 people to interview.
- Choose people who are open about their experience with your organization, and who will give you the credit you deserve for changing their lives for the better.
- The people you select should reflect your organization. Choose people who resemble your constituents and represent the range of people you serve (gender, household size, age, ethnicity, etc). Similarly, try to select people who have used the services you most want to promote. Choose a person to interview because they best exemplify what your organization does, not just because they have an unusual story.
- Strive to include minorities among your interview subjects.
- Our interviews are like those conducted by a journalist except for one big difference. You or your organization will review everything that I write to ensure accuracy and proper treatment. Thus, you can ask a client to be interviewed with the full confidence that they will be written about fairly and respectfully.

When you ask people if they will be interviewed:

- Explain that we chose them as ideal examples of the success people can achieve with their own initiative and your organization's help.
- If they request details about the interview, you can tell them that they will be asked to:
 - Describe the problem or referral that brought them to the organization;
 - Describe the services provided and who helped them; and
 - How their lives have changed for the better with your organization's help.

Please do not speak with them at length about the content of the interview or what they might say until the interview occurs. Subjects give the best quotes when they use their own words and do not plan what to say ahead of time.

- Please explain that I wish to use their names in print.
- Please confirm that it is OK to photograph them (and their families, if preferred).
- Ask them for their phone numbers and/or e-mails and street addresses.
- Ask them for the best days/times for them to be interviewed and photographed (with children present). Evenings and weekends are OK if necessary.
- Interviews will take about 30 minutes, plus a possible extra 15-30 minutes for photos.

Thanks for your help! Please do not hesitate to contact us if you have any questions or concerns.