



Interview Suggestions for bUneke Magazine

Relax. Be yourself. Most people are in awe of writers. Practice until you feel comfortable saying: I am writing an article for bUneke Magazine, I am a writer for bUneke Magazine or I'm a writer and am doing a feature for bUneke Magazine. Before you know it, this will be as natural as breathing.

When given an assignment:

Visit the website and read the ABOUT page. No website? Check their social media pages. Still don't know much about the person or group? We have you covered.

Here's a sample of a letter to email or script for phone calls.

I'm writing a feature for bUneke Magazine. We highlight people and organizations that are making a difference in our world. We are looking for world-changers and difference-makers like you.

I'd like to set up a convenient time to chat over the phone or through email. Meanwhile, please see what some of our past stories look like by visiting <https://buneke.org>.

Email interviews are less personal than telephone or in-person interviews but can be more efficient for anyone writing after working all day. This may be the only way you can interview people in other countries. Many top journalists work day jobs and write in the evenings and on the weekends.

Always visit the website first and form your questions. Some websites answer most of the questions for you. Some people answer questions with a "by-the-way, I also do this," kind of response.

Ask who, what, when, where, how and why questions.

Who:

do you represent?

are you affiliated with?

benefits from what you do?

Where:

were you when you decided to [whatever they do]?

do you plan to go from here?



What:

kind of work do you do?
 is your mission statement?
 compelled you to do this thing you do?
 is your goal?
 do you need to achieve your goal?
 is your greatest need?

When:

did you realize you needed/wanted to do this?
 did you attend the event in question?
 did you tell your family you needed to do this?
 did you begin your non-profit?



How:

hard has it been to get the volunteers and funding you need?
 did you achieve the goal?
 have you help the organization?
 did your family react to your announcement that you would be doing this?
 did you achieve your biggest milestones?

Why:

do you do this?
 do you need help?
 did you choose this particular project/problem to solve?

Check the website to see if they have a give back/pay it forward program. If so, see if they'll talk about it.

End with:

Is there anything else you want me to be sure our readers know about you?

Follow up every interview, whether in person, on the phone or by email with a thank you email and attach a photo permission form and a request for 5 or more photos they think best represents the company that has people, not just products. Ask for a variety and encourage both vertical and horizontal shots. Ask for a video clip too.

Be sure to get social media links and tell that we'll alert and tag when the story is released in a few months. "We work several months out," is a good thing to say. We are already three months ahead of print deadline and our ultimate goal is to have a year's worth of articles scheduled.

Every article will be approved and run through the editors before it's published.

If you have *any* questions, call or email me!

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