

## Interviews

The following instruction connects to p. 289 of *Acting on Words*. It is also referred to in other parts of the text.

In our attention to researching and documenting secondary sources, we sometimes overlook the considerable benefits to be gained from creating a new *primary* source: that is, an interview with someone who offers expertise and a unique angle related to our topic. Primary sources are those providing information upon which subsequent interpretations or studies are based. Primary sources include any firsthand documents--from short stories, diaries, and legal records to research results generated by experiments and surveys. An interview that you conduct with someone you perceive as having potential to inform your topic serves like a “mini” survey (one lacking statistical significance, of course). While secondary sources assist critical thinking by offering interpretations of the primary topic or source you are studying, a primary source contributes new information and ideas to the topic. Because you can ask your subject questions, you exert more control over the research process than you do simply by searching existing information. You place yourself and thus your reader closer to the discussion.

Interviews, however, must be set up and conducted in accordance with professional and ethical standards. Later in this document we recommend ***tips for conducting a personal interview*** (pp. 24- 26). Before going into those, let us look at two essays that have used interviews, and consider further the benefits of interviews to you as a researcher and a writer. The following samples also illustrate how to document your interviews, whether in APA or MLA style.

## Sample Student Essay Demonstrating Use of an Interview

### In APA Documentation Style

**Note:** As an APA essay, the following should be introduced by a *cover page*. At the top right of each page of the essay, beginning with the cover page, will be the header “Gambling” followed by the essay page number. The cover page is numbered “1.” The first page of the essay is numbered “2,” with subsequent pages numbered in sequence through to the references page at the end. Centred in the top third of the cover page is the title: “Gambling: The Stakes Are What They Are.” Centred in the middle of the page is the writer’s name (“Laura Jane Allan”). The name of the course, the name of the instructor, and the date of submission are centred in the bottom third of the cover page. See p. 322 of *Acting on Words* for an illustration of APA cover page format. We do not provide the sample cover page here or the header and page number for each page, but be aware that these features are required for your submissions using APA style.

Names of places and people in the following essay have been fictionalized.

# Gambling: The Stakes Are What They Are<sup>1</sup>

Laura Jane Allan

Today is Thursday. It is like any other day at the Rolling Thunder Casino in Red Combine. The parking lot is full, the restaurant has patrons, and there is a greyhound bus from the nearest city in the bus lane. Out-of-town buses stop here nearly every day. Monday the bus comes from the north, and Wednesday brings western buses, says Susan Gillespie-Miese (personal communication, June 23, 2006)<sup>2</sup>, a full-time cashier at the casino for the last six years. Although the casino is her employer, Susan does not approve of gambling. What she sees every day on her ten-hour-shifts at work continues to confirm her suspicions. “Serious gambling causes problems,” she says. “When people start using their credit cards for cash, it can only lead to trouble.” Gambling has an air of secrecy around it. It stirs up images of free-flowing alcohol and smoke-filled basements. Serious gambling can lead to problems like increased violence and crime in communities; family relationships often suffer the consequences. Difficulties associated with gambling addictions are a sad reality, but not enough to discourage the government to stop legalized forms of gambling and its role in gambling. Can something so ominous have any positive attributes?

Gambling profits are a huge revenue generator for all stakeholders. Gambling provides communities with an additional source of tourism, and the local economy also gets a boost. Let us not forget the non-government agencies. Many community-minded

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<sup>1</sup> Editor’s note: With APA style, you should capitalize the major words in your titles and headings, and major words of titles of books and articles within the body of your paper (the style changes in the references list). Conjunctions, articles, and short prepositions are not considered major words. Capitalize all verbs (including linking verbs), nouns, adjectives, adverbs, and pronouns. Capitalize the first word after a colon or dash in a title. When a word with a capitalized initial letter is a hyphenated compound, capitalize the initial letter of the connected word.

<sup>2</sup> Editor’s note: The in-text citation begins after the subject’s name followed by the term “personal communication” and the date. APA does not list personal communications in the references list because the data from these is not considered recoverable.

groups exist only through funds generated by legalized gambling. Gambling is just one type of legal activity that many people use for entertainment while others think it morally reprehensible. It is all about attitude and choice.

Serious gambling can turn into an addiction. Addictions, if not treated, can lead to problems like increased violence and crime in communities and ruined families. Take for example, Patricia Holmes who stole over \$100,000 from her employer to feed her VLT habit (Hutchinson, 1999, p 15).<sup>3</sup> She pocketed money for two years before she was caught. Donald W., an Edmonton Public School senior manager, stole over \$70,000 and was fired. His children disowned him, and his wife left him. His shame still holds him captive. Unable to work, Donald needs weekly therapy (Hutchinson, pp. 47-52).<sup>4</sup> Gambling addictions are a growing concern. According to its casinos and VLTs website, the Saskatchewan Liquor and Gaming Authority (SGLA, 2006)<sup>5</sup> is certainly aware of a problem. The “Casinos in Saskatchewan Facts Sheet” reports that the government allotted \$4 million for “problem gambling initiatives” (SGLA, p. 2). This allotment is 1.53% of annual gaming revenue in Saskatchewan, the highest provincial percentage in Canada as

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<sup>3</sup> Editor’s note: Hutchison is author of the book in which Allan found Holmes’ story. The date of publication follows a comma after the author’s name. The page number completes the citation. Readers can use alphabetical order to locate the author in the references list, and thereby see more complete information on the source.

<sup>4</sup> Editor’s note: In this case, the date is not included with the author. Within a paragraph, you need not include the year in subsequent references to a source as long as the source cannot be confused with others in your essay.

<sup>5</sup> Editor’s note: The web site listing the two facts sheets referred to in this essay does not have an author, so the group authorizing the information is treated as author and appears in alphabetical order as the reference list entry. When a group is treated as author, you may use letter abbreviations for it after the first reference. Here is another way this initial reference might have been worded: “According to a casinos and VLTs web site, the Saskatchewan government is certainly aware of a problem (Saskatchewan Liquor and Gaming Authority, 2006).” On subsequent citations, the writer could use “SGLA” instead of the full name.

noted in an Alberta Gaming and Liquor Commission report *Problem and Responsible Gambling Strategy* (2005, p.4) .<sup>6</sup>

The Saskatchewan program operates in partnership with the Federation of Saskatchewan Indian Nations: \$1.5 million of the \$4 million allotment goes to Aboriginal gambling addictions initiatives (SGLA, “Casinos,” p. 1). The Saskatchewan Government promotes what it calls “responsible gaming” (SGLA, 2006, “Casinos,” p.2). One example of this initiative, according to the “VLTs in Saskatchewan Fact Sheet” (SGLA, p. 2)<sup>7</sup>, is changes to VLT machines to show actual dollar amounts wagered (instead of credits) and a machine clock on the screen to help those that lose track of time. Rolling Thunder Casino has clocks in the building but only at the entrance and the banking area, something that surprises the staff as Susan observes with a chuckle (S. Gillespie-Miese, personal communication, June 23, 2006).<sup>8</sup> “People are asking for the time all day long,” she says.

Gambling profits are a huge cash cow for the federal government. According to Statistics Canada, revenue generated from Government-run lotteries, VLTs and casinos went from \$2.7 billion in 1992 to over \$11.3 billion in 2002; \$6 billion of the \$11.3 billion was profit (2003, p.2 ).<sup>9</sup> The province of Saskatchewan follows the Canadian trend. According to the “Saskatchewan Casinos Fact Sheet” (SGLA, 2006, p.1), the Saskatchewan Indian Gambling Authority (SIGA) recorded a net income of \$40.2 million in 2005-2006. As the fact sheet notes, profits are divided by formula: 37.5% to the provincial government general revenue fund, 37.5 % to the First Nation Trust fund, and

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<sup>6</sup> Editor’s note: Titles of reports, like titles of books and journals, are placed in italics or underlined.

<sup>7</sup> Editor’s note: The writer takes care to be sure readers will know which fact sheet (both at the SGLA website) is being cited with each reference.

<sup>8</sup> Editor’s note: Since the writer, using her journalistic tone and style, does not give the subject’s full name, the in-text citation includes it.

<sup>9</sup> Editor’s note: The sentence opened by naming the source—Statistics Canada—so the parenthetical citation does not need to name it again. The reader will look, alphabetically, for Statistics Canada as the author entry in the references list.

the remaining 25% to the Community Development Corporation. (2006, p. 1).

Communities are becoming addicted to the revenue gambling provides and are showing signs of dependency, especially when funds are directed to health, education and highways. Voters want to keep the status quo.

Gaming also provides communities with an additional source of tourism dollars and boosts the local economy. According to Susan (S. Gillespie-Miese, personal communication, June 23, 2006)<sup>10</sup>, practically 50% of patrons who frequent the Rolling Thunder are from out of town. Many of the regulars come on the buses or drive in from the region. Since they usually stay all day, she says, casino patrons like to take breaks and go for a walk. Individuals will walk the quarter mile through the parking lot over to the Tim Horton's for coffee or visit Jennings Mall (located between the casino and coffee shop). There are definite spin-offs for communities where casinos are open up to 18 hours a day, seven days a week. More than 81% of staff at SIGA casinos in Saskatchewan is of Aboriginal descent (SGLA, "Casinos," 2006, p. 1); for many, steady guaranteed employment has lifted their self-confidence and created an Aboriginal middle class. They can afford meals out, pay off car loans, and serve as role models for First Nations people everywhere.

What about the volunteer and not-for-profit sector? Many of these groups depend on funds generated through legalized gambling to subsidize their programs and services. Bingos run by churches and their affiliates are still common in spite of the more modern big-box bingo halls. People in Inuvik, NWT will remember in the late 1980s when a new Catholic Bishop was appointed who did not support fund-raising bingos. Suddenly church groups struggled as they searched for a new source of revenue. How to support community services without fund-raising through games of chance remains a problem. On May 27, 2005, in the Northwest Territories Legislative Assembly, MLA Robert McLeod observed that the Inuvik Transition House (a women's shelter) "has to hold bingos on a regular basis to secure... necessary funding" (NWT *Hansard*, p. 8). Despite continued mixed feelings about gambling, without bingos, the Inuvik Diocese would not

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<sup>10</sup> Editor's note: Since the writer, using her journalistic tone and style, does not give the subject's full name, the in-text citation includes it.

have been able to maintain essential social supports, and this example is surely representative across the country.

Finding a quarter on the sidewalk, what luck. Everyone enjoys lady luck when she smiles, and when she doesn't, it is the topic at coffee time. It is the same for gambling activities. You reach for the smile of lady luck in three gold bars, a good hand of blackjack or the right combination of the 649 numbers. You keep playing, hoping for the big win, but losses are more frequent, and patrons at the Rolling Thunder casino will complain to staff when the machines do not pay out. Nevertheless, gambling is all about choice. If you are a responsible adult, surely you can choose your leisure pursuits.

I support legalized gambling for two reasons. One, I enjoy games of skill and chance and occasionally purchase lottery and raffle tickets, and support contests at my children's schools. I have patronized two casinos and always have a specific limit on what to spend. My winnings have been minuscule, but so have been my losses. Two, I have experienced first hand the benefits of receiving provincial grants to assist nonprofit organizations which provide programming for economically disadvantaged children and families. The volunteer sector in Saskatchewan receives money from Provincial Sport, Recreation, Heritage and Culture Departments through Community Development Corporations, the Community Initiative Fund, and Saskatchewan Lotteries. These programs can help the marginalized leave poverty and become active, independent, and productive members of society. They are a catalyst for change. People who have strong convictions and say "no" to any and all forms of gambling (school based raffles, contests in stores, lottery tickets, bingos and casinos) should be admired, as their beliefs are a true guide to behavior. Every adult has a responsibility to choose.

Today is Thursday. The parking lot at Rolling Thunder Casino is full, the restaurant has patrons, and the machines are busy. Will I stop by? I found a quarter on the sidewalk. I am feeling lucky. The choice is up to me.

## References

- Alberta Gaming and Liquor Commission. (2005). *Problem and responsible gambling strategy 2005-2006*. Retrieved April 7, 2007 from [http://www.aglc.gov.ab.ca/being\\_responsible/problem\\_and\\_responsible\\_gambling\\_strategy.pdf](http://www.aglc.gov.ab.ca/being_responsible/problem_and_responsible_gambling_strategy.pdf)
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- Saskatchewan Gambling and Liquor Authority.(August 2006). VLTs in Saskatchewan fact sheet. (November 2006). Casinos in Saskatchewan fact sheet. Retrieved April 6, 2008 from <http://www.slga.gov.sk.ca/x3729.xml>

### **APA Does Not List Personal Interviews in the References List**

As you can see in the first paragraph of the preceding essay, APA style identifies interviews with the attribution “personal communication.” This term covers letters, memos, e-mail, messages from nonarchived discussion groups or electronic bulletin boards, telephone conversations, and so on. APA does *not* include personal communications in the reference list because they do not provide recoverable data. Like APA, MLA cites interviews within the text but also includes them in the works cited list. An example of an MLA style essay using an interview appears a little further on in this document, pp. 15-23.



## **Connections**

Following our commentary on the persuasive nature of the essay “Gambling: The Stakes Are What They Are,” Laura Allan gives her thoughts about using interviews. As she says, the personal interview can be an excellent way to deepen one’s connection to the subject. An interesting aspect of Allan’s essay, especially given the ethos that can surround an interviewee, is that she allows her interviewee Susan to characterize the representative casino, even though Susan’s opinion on legalized gambling *opposes* the author’s. This takes considerable confidence and persuasive savvy on the part of the writer. Here, in outline form, is how this persuasive dynamic works through the rest of the essay. Commentary on sections of the outline has been added in editorial square brackets.

## **Outline of “Gambling: The Stakes Are What They Are” Illustrating Persuasive Strategies**

**Introductory paragraphs:** Begin with a setting—the Rolling Thunder Casino—packed, schedule of out-of-town buses. Introduce Susan who works here and can provide insider information. Susan doesn’t approve of gambling (but note she’s been employed by it for six years). Summarize Susan’s concerns; summarize considerations in favour of legalized gambling. “It’s all about attitude and choice” (i.e. you can choose what to think about what is, but not what is itself.)

[Allan offers an overview of both sides of the debate, with Susan as an interesting mediator. While she is by no means harshly represented, Susan, like many of us, believes there are serious shortcomings in the business that supports her. (Think of Angel at Wolfram and Hart, the “wicked” law office in the soap-opera/vampire series *Angel*). Her views are compelling, especially given her first-hand observations of gambling, yet Allan will be sure we do not overlook the reality that gambling is here because we voted it in, because we need it if not want it. Allan’s own position is only suggested by the closing statement of her paragraph. We need to read on to be sure what she means. She has not come right out with an affirmative stand that would alienate those readers who dislike the current state of legalized gambling.]

**Third paragraph:** Serious gambling can turn into an addiction. Concede the serious associated harm. Strong examples from Hutchinson's book. The government concedes the problem as well.

[This first paragraph of the body starts right in with the strongest examples and reasons against legalized gambling. Allan may win over some readers by her frank acknowledgement of the worst effects of legalized gambling. She builds further acceptance as someone who is honest, someone we can probably trust. ]

**Fourth paragraph:** Note that Saskatchewan leads Canada in its contributions to problem-gambling initiatives and works together with the Federation of Saskatchewan Indian Nations. The government has made changes to VLTs to account for the "lost time" phenomenon of problem gamblers. Susan suggests, however, that such measures are not vigorously backed up.

[Allan begins to reverse the apparent direction of the previous paragraph by pursuing the government's concession of problems. Yes, there are problems, but look what the government has been doing. Some readers will likely be encouraged by the strong-sounding partnership with the Federation of Saskatchewan's Indian Nations. With the Aboriginal population significantly on the increase in Saskatchewan, readers should recognize the importance of the province working to overcome the usual separation of Aboriginal and non-Aboriginal, and the importance for the entire province of adequate standards of living and general self-esteem. Allan does not drive these points home yet, but she introduces grounds for them. Her tone remains strongly aware of less than ideal circumstances, a tone that concedes much to the "opposition." She even gives Susan the final word, which is a note of skepticism that measures to curb problem gambling will work. The author maintains her tone of "realism," not wishful thinking. For this frank tone, she gains trust in return.]

**Fifth paragraph:** Gambling profits are a huge cash cow for the federal government. Provide Stats Can stats. \$6 billion in profit from gaming in 2002, an upward trend. Saskatchewan follows the trend; Saskatchewan Indian Gambling Authority recorded a net

income of \$40.2 million in 2005-06. A formula ensures equal sharing between Aboriginal and non-Aboriginal partners. Voters see this trend as sustaining.

[Through stress on profits, on revenues that might not come any other way, Allan builds on her controlling idea that like it or not, this trend is realistic. She might have included the fact that Saskatchewan felt pressured to legalize gambling after its residents began travelling to other jurisdictions where casinos and VLTs were already legal. Her point comes through, however: the province is simply attempting to handle a wave in the best way possible. Again, she maintains a strong emphasis on building relationships between Aboriginal and non-Aboriginal communities.]

**Sixth paragraph:** Gaming also provides communities with an additional source of tourism dollars. Susan confirms that 50% of Rolling Thunder Casino patrons come from out of town. Describe spin-off benefits for businesses nearby. An effect? Local employment: 81% of staff at SIGA casinos is of Aboriginal descent.

[Here Allan picks up on the situation she implied in her opening—a bustling business bringing outside dollars to local pockets. She returns to the theme of benefit to Aboriginal communities with more statistics.]

**Seventh paragraph:** What about the volunteer and not-for-profit sector? Use Inuvik example to show social programs afflicted if fund-raising games are not an option.

[The *Hansard* source builds credibility, since it is an official, accurate, and complete record of legislative session discussions. The currency of the reference (2003) supports the writer's personal knowledge of a problem from the 1980s: here is evidence that the same problem of underfunding for social services continues, that the sole means of maintaining services is games of chance.]

**Eight and ninth paragraphs:** Legalized gambling is about choice: my two reasons for supporting this choice. 1) Enjoyment, individual right to make one's own decisions concerning entertainment. 2) First-hand experience of the benefits of grants to assist nonprofit organizations making a difference for economically disadvantaged children and their families.

[Allan does not explicitly state her position until her final body paragraph, having, however, already presented her reasons. This indirect strategy draws from the spirit of Rogerian argument (see Chapter 16, pp. 265-69). Knowing that an argument against legalized gambling is that it disregards the disadvantaged, Allan reinforces that proceeds from legalized gaming represent the only reliable support that society seems willing to find for social programs. While never denying that unfortunate individuals fall victim to gambling problems, Allan suggests that, given an imperfect world, the benefits outweigh the drawbacks. The opening of her paragraphs returns to the creative nonfiction style of her first paragraph, describing an event. Her scenario appeals to our belief or at least interest in free will and our support of a society that trusts individuals to make wise choices.]

**Conclusion:** A suggestive ending—representing the limits of free will: we can control our behaviour, we can't remake society into something other than what it has chosen to become.

## Further Commentary

Throughout this subtle essay, the interviewee serves to ground us in local reality. Her open disapproval of gambling serves as a Rogerian concession on Allan's part. Rather than try to argue Susan out of her opinion, Allan presents a number of strong reasons for not being too depressed by the depressing side of the situation. Susan's livelihood through gambling speaks to all of the arguments that Allan then expands through her other sources. The interview, in effect, plays a critical role by grounding the debate in a local context, and it is largely the local consideration that serves Allan's position, i.e., that this is what the rest of the country has voted in so what else is a smaller economy to do? Interviewing people provides specific grounding, which then helps you to narrow, understand, and manage the larger ideas of your general topic.

## Student Writer Comments on Interviews

### In Praise of the Personal Interview

Laura Allan

Searching for suitable sources and writing an essay can be a daunting task. One way to alleviate some of the stress associated with sourcing is to use the personal interview. A personal interview in itself suggests that a relationship exists between the interviewer and interviewee, and that can be a catalyst for a lively and frank discussion. Interviews are a valuable tool for data gathering as they are available, intimate and personal. For some distance education students, particularly in rural areas, traditional sources for data gathering (the public library) may not be close by or may not provide the material required in the student's time frame. This has changed somewhat with the use of computers; however, an interview with a person who has firsthand knowledge and current information and know-how cannot be compared to what is available in textbooks or journals. Students often find themselves struggling to get a grasp of the information, so it comes as welcome relief to get that firsthand account in the common language of everyday conversation. It also helps to have the "expert" right there to answer further questions about various points.

In my opinion, the interview can be considered to have three parts: the preparation or pre-interview, the actual interview, and the evaluation or review. Preparing for the interview is more than asking the right questions. Students need to understand their topic and what kind of information they are looking for. This understanding provides the basis for the questions. Questions need to be specific and clearly worded. Always leave room for added comments at the end to allow for flexibility and for your interviewee to add any extras that he or she may want to share. Arranging the interview ahead of time is essential as it shows commitment to the project and your professional conduct. Be sure to inform the person about the essay topic and course information. Receive oral and even written consent. It is important to be sensitive to the interviewee's needs as he or she may be nervous or reluctant at first. Inform your source as to why you feel he or she is the best choice for your project – be honest. I sought out women for my interview

subjects as I was looking for a female perspective. Be flexible and considerate of the interviewee's needs.

The actual interview takes a short while, but know that the intimacy of the relationship is directly proportional to the length of the interview as chitchat can creep in and take up valuable interview time. While informal visiting may put everyone at ease, be aware that it can take away from the importance of the interview. It is the responsibility of the interviewer to stay on track. Allow a short period for those involved to get comfortable, and then move on to the interview. Another caution is to cover the questions as prepared, and allow the source to answer without any bias from you. Try to record exactly what you have heard, and repeat key statements, to be sure you have understood correctly. When the interview is complete, thank your source for his or her time.

As an evaluation, review and examine all the statements and data. Ask yourself how the information you received during the interview will be useful to your topic. When writing the essay it can be daunting to *get it right*. Go back to your notes. If something still doesn't make sense, as a last resort, check back with your source to clarify the uncertain point. The information likely includes your source's opinion, and you should make effort to present that accurately.

Interviews are only one option for data gathering, but one that should not be overlooked. They can provide valuable insight and individuality to practically any topic.

## Sample Student Essay Demonstrating Use of Two Interviews In MLA Documentation Style

The following is based on research and a preliminary draft essay by student Dean Goodman. For demonstration purposes only, the interview with Mindy Jamieson has been fictionalized. Your interviews, of course, must be entirely authentic.

## Gambling: The New Baseball?<sup>11</sup>

Based on an Essay by Dean Goodman

A fly ball loops to deep left, the star fielder lopes under it, the spectators... but wait—they've stopped watching. They've turned their gaze to the poker hand on their new plasma computer screens. Sacrilegious you say, but according to Jeffrey Nealon's recent essay in the *South Atlantic Quarterly*, gambling has replaced baseball as the number one pastime of America (465).<sup>12</sup> In 2003, he says, some 53.4 million people—26% of the entire adult population—gambled in casinos five times or more (465).<sup>13</sup> This does not include those who participated in lotteries or on-line gaming (467).<sup>14</sup> Here in Canada we have “evolved” in little more than a decade from government-run lotteries to legalized VLTs and casinos to political visions of on-line market share. As we know from media reports, not too long ago Alberta decided it could not compete in the international online gambling ring; only then, apparently, did it back away from this latest money-making venture. What all this points out is that the glitz-and-glamour gambling culture once exclusive to Los Vegas has spread across North America. Casinos have been springing up

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<sup>11</sup> Editor's note: For MLA titles, do not capitalize the initial letter of words that are articles (*a, an, the*), prepositions (*of, to, by, for, on, against, between*), coordinating conjunctions (*for, and, but, or, nor, yet, so*), or the *to* in infinitives (to fly). Capitalize the initial letter of the first word after a colon or dash in the title, the initial letter of the first and last words in the title, and the initial letter of a word joined to an immediately preceding word by a hyphen (e.g. *Follow-Up*).

<sup>12</sup> Editor's note: MLA does not use the abbreviation “p.” before page numbers. The number 465 in parentheses at the end of the sentence is the page location. The author—Nealon—has been named in the sentence. Readers will search alphabetically for Nealon in the list of works cited.

<sup>13</sup> Editor's note: Again, the page location is given because a new fact from Nealon's research has been cited. The sentence has identified the author (“he,” i.e. Nealon) previously named.

<sup>14</sup> Editor's note: The page reference 467 cites the location of this new fact defining the sorts of gamblers included in the previous 26% statistic. Again, the reader knows that the source is Nealon.

from coast to coast while internet offers even more gaming options under your own roof. By 2002, 1,400 online gambling sites were operating in 54 jurisdictions; approximately 14 million gamblers had logged in (Alberta Gaming and Liquor Commission 7).<sup>15</sup> It appears that gambling is here to stay. So how has legalized gaming affected gamblers in general, people with gambling problems, in particular, and perhaps even more to the point, our young people?

Starting with gamblers in general, as suggested above, one thing our new society has certainly done is to increase their opportunities and no doubt their numbers. In a 1996 satirical essay “Rama-Lama Ding Dong,” Drew Hayden Taylor, a writer from the Curve Lake Anishinabe Reserve, likened the newly opened Rama Casino to a “new god” near the town of Orillia (55).<sup>16</sup>

In Eastern religion, the name Rama is a manifestation of the Hindu God Vishnu the Creator, and I’m sure the people who are running the casino at Rama are hoping this new enterprise will “create” lots of money, jobs and various other forms of prosperity for the community. Evidently there are already Gambling Anonymous chapters being set up to assist some of the, shall we say, more enthusiastic followers of the new religion (56).<sup>17</sup>

The new enterprise *did* create lots of money, jobs, and various other forms of prosperity, not just for locals but for people as wide-ranging as Bill Cosby, Tony Bennet, Reba

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<sup>15</sup> Editor’s note: When a work by a “corporate author,” such as an association or a committee, does not identify an author or authors, the organization is treated as author. When the name is particularly long, try to give it in the sentence rather than in parentheses.

<sup>16</sup> Editor’s note: Essay titles take quotation marks. The reader will use alphabetical order to find Taylor in the works cited list. The number 55 in parentheses gives the exact page number where the directly quoted words “new god” are to be found. Direct quotations are enclosed in quotation marks.

<sup>17</sup> Editor’s note: Quotations of four lines or more begin a new line and are indented ten spaces. The number 56 in parentheses states the page where the quotation occurs.



McEntire, Art Garfunkel, and David Copperfield. The aforementioned and many other famous names, including reincarnations of the Beatles (Fab Four Ultimate Beatles Tribute) are all appearing at Casino Rama over spring and summer 2007. TickCo, a privately owned online ticket agency, may still get you in for one of these acts, albeit at prices “above face value” (see the TickCo website). Just two years after Casino Rama opened, in a report for the American online periodical *Casino Player*,<sup>18</sup> Roger Gros declared that “Casino Rama has proven to be a big success and a significant revenue generator for the province’s tribes.” So there, Drew Taylor, or so some might say. Proceeds from the casinos go back into gambling addictions programs, so the argument goes, and no one really loses... or if some people do, well, they just didn’t make the best use of their free will, like the rest of us. They are the inevitable casualties in the war on economic stagnation.

One person less than thrilled by spinning wheels at legalized gaming haunts is singer-songwriter Dennis Lakusta, a Metis of Ukrainian and Blackfoot descent who tours the country’s folk-music circuits and visits schools with presentations on the policies and effects of the Indian Act. His song “Joy Ride”<sup>19</sup> paints a different impression of casinos from those in the financial reports:

Joy ride, 7 come 11  
Better get a gettin’ while the gettin’ is good....  
Throw another nickel down that slot  
The choice you make tonight is all you got  
The big wheel keeps on goin’ round ...  
Prairie winds a hissin’  
Spirits runnin’ round like they think it’s hell  
(Lakusta, “Joy Ride”)<sup>20</sup>

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<sup>18</sup> Editor’s note: Names of magazines and journals take italics or underlining. No page number follows the direct quotation because the article is online and does not have pagination.

<sup>19</sup> Editor’s note: Titles of songs, like those of essays and poems, are enclosed in quotation marks.

<sup>20</sup> Editor’s note: Because the direct quotation is more than four lines, it is inset as a block quotation. If the writer had wanted to quote fewer than 40 words or so (fewer than four lines of verse on a page), he would have kept the quotation within his own lines and used a slash to indicate any break between lines of verse,

In reply to an e-mail,<sup>21</sup> Lakusta confirms that many Aboriginal people he knows share the spirits' view of casino culture. They would rather not see it, but Native consensual values discourage contentions once decisions are made. Lakusta believes the decisions being made do not come on the basis of having seriously pursued other choices, even though other choices for community development should be and perhaps still could be available. He confirms that "Joy Ride" is about the false dreams and moral bankruptcy of institutionalized, big-business gaming, based on what he has seen at various casinos. The financial reports do not factor in the costs of social damage, lawsuits brought against governments, and the like. The word he uses in his song for the purveyors of gaming culture is "bloodsuckers."

Research does indicate that much of the "prosperity" flowing in from legalized gambling comes from those with a serious addiction. University of Lethbridge professor Robert Williams has collected data suggesting that 35% of gambling revenue in Ontario and 39% of gambling revenue in Alberta comes from "problem gamblers" (qtd. in Alberta Gaming and Liquor Commission 5).<sup>22</sup> In a study on internet gambling for

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thus: "The big wheel keeps on goin' round.../Prairie winds a hissin'/Spirits runnin' round like they think it's hell." The slashes indicate where lines of verse end in the song lyrics. The ellipsis (three dots) indicates that you have omitted a word, phrase, sentence, or sentences from the direct quotation. When you use this device, consider two things: 1. fairness and respect to the author (don't drop words that misrepresent what is quoted) 2. grammatical integrity (make sure the quoted material carries on logically and connects logically. For more guidance on quoting from songs and poetry, see "Oops! I Quoted Her Again: How to Quote from Poetry," p. 54, "Literary and Film Analysis," a document at this website, Chapter 15.

<sup>21</sup> Editor's note: The writer cites the e-mail interview in his sentence. Another way to handle this citation is a parenthetical note: "Lakusta confirms that many Aboriginal people he knows share the spirit's view of casino culture (e-mail interview).

<sup>22</sup> Editor's note: The essay writer found this information from Robert Williams in the Alberta Gaming and Liquor Commission report on page 5 of that report. The abbreviation "qtd." stands for "quoted." "Quoted in" may be used to cite information or ideas by a certain author that you have found presented in the work

*Psychology and Behaviour*, M. Griffiths suggests that research shows a strong correlation between increased problem gambling and increased access to gambling (559). Two other researchers, Christian Jacques and Robert Ladouceur, agree. In a study for the *Canadian Journal of Psychology*, they conclude that pathological gambling increases with availability of gaming activities (764). Mark Griffiths argues that by seeking to generate revenue from non-essential forms of expenditure, by altering policies to allow for federal and provincial lotteries, casinos, and the like, governments have adversely relaxed controls and thereby enabled the current climate of private as well as public purveyors (558).<sup>23</sup> Regardless of who, if anyone, is to blame, it seems clear that problem gamblers, to some significant extent, provide the “blood” that Lakusta alludes to, and it also seems clear that as access increases, so do personal and social problems.

What effect is gaming culture having on young people? The question, of course, could produce a book, and there are indications that such a book would uncover serious concerns. Researcher Terry Burger reports that internet gambling has increased drastically among university aged students (708). In the last three years, student gambling has increased by 28%, he says, with males “leading the way” (708), possibly due to competitiveness that has been linked to both intrinsic and extrinsic motivation (708).<sup>24</sup> In the Alberta Youth Experience Survey 2002, reported in an Alberta Gaming and Liquor Commission proposal (6),<sup>25</sup> 41% of Alberta youth said they had gambled at least once in

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of another author and summarized, paraphrased, or quoted from there. It is better, though not always realistic, to find the material in its original published form by the author you are citing.

<sup>23</sup> Editor’s note: The reader can check alphabetically in the works cited list to find the authors cited in this paragraph. The numbers in parentheses at the end of the sentences in question give the page numbers for each reference where the cited material appears.

<sup>24</sup> Editor’s note: The phrase “leading the way” is a direct quotation from page 708. A reference directly after a quotation follows the closing quotation mark. The page reference is repeated again at the end of the sentence because an additional piece of information from the source has been added after the quoted words.

<sup>25</sup> Editor’s note: The citation of page 6 has been placed at a natural pause point where a comma occurs, which puts it closer to the reference than it would be at the end of the sentence. This example is a smooth way to cite material from one source that you have found mentioned in a second source. The other way this

the previous 12 months. Nine and a half percent of those who had gambled showed addiction “patterns” (6).<sup>26</sup> The usual computer-culture impacts on youth—reduced physical activity and remoteness from nature—are compounded by the relatively high risk of falling into a destructive personal and social behaviour.

Mindy Jamieson (not her real name),<sup>27</sup> a recent university graduate and, for the past year and a half, a gambling addictions social worker, believes that governments could be doing much more to prevent and heal the problems. Having grown up in a family-run business, a restaurant and attached lounge, she observed the impact of 6 VLTs on customers young and old. The province recognizes that electronic gaming machines demonstrate higher addictions rates than do other forms of gaming, but has not acted seriously, she says, on recommendations from a government-funded study. Various recommendations, such as reducing the speed at which the games occur and increasing distance from the nearest bank machine would help, if implemented. She notes, however, that annual VLT net profits of \$700 million, eclipsing every other government profit category, including liquor sales, discourage serious corrections and controls. Citing Saskatchewan as the most pro-active province when it comes to discouraging problem gambling, she points out that even there over one-third of profits goes back into highways and similar initiatives while a mere 1.5% goes toward problem gambling relief. Returning

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might be cited is as follows: “In the Alberta Youth Experience Survey 2002, 41% of Alberta youth said they had gambled at least once in the previous 12 months (qtd. in Alberta Gaming and Liquor Commission 6).”

<sup>26</sup> Editor’s note: Again, a reference after quoted words occurs immediately after the closing quotation mark .

<sup>27</sup> Although this interview has been fictionalized for purposes of this sample essay, it is common for people you may ask for interviews to agree provided you protect their identity. You will decide if this requested protection of identity might weaken the information (rendering it all the more unrecoverable by your reader). If so, you can agree not to do the interview. Generally, however, there is a benefit to be gained by proceeding with the interview under an agreement of confidentiality. Knowing the precise identity of the source is not necessarily critical to readers. It is an ethical requirement on your part to ask interview subjects for their permission to cite their words, and to protect their personal identity if they so request.

to the war metaphor, it seems that the authorities know there will be causalities but have decided to skimp on the medical corps. Unlike Griffiths, however, Jamieson doesn't suggest that government moral abdication is the root of the problem. Legalized gambling was bound to enter from the USA, she thinks, where it is *not* run by governments but nevertheless is ubiquitous. If the government is not to blame for social problems, what about those "more enthusiastic followers of the new religion" themselves (to cite Drew Taylor): are *they* responsible for their "problem"; are they simply weaker willed than the rest of us? Jamieson replies with another question: "You'd have to walk in their shoes to be able to say that, wouldn't you?"

### Works Cited

Alberta Gaming and Liquor Commission.<sup>28</sup> *Problem and Responsible Gambling Strategy: Proposal for Enhancement to Address Increasing Problem Gambling Needs in Alberta*. April, 2005. 3 Mar. 2007.  
[http://www.aglc.gov.ab.ca/pdf/being\\_responsible/problem\\_and\\_responsible\\_gambling\\_strategy.pdf](http://www.aglc.gov.ab.ca/pdf/being_responsible/problem_and_responsible_gambling_strategy.pdf)

Burger, Terry. "College Students and Gambling: An Examination of Gender Differences in Motivation for Participation." *College Student Journal*, 40 (2006), 704-714.<sup>29</sup>

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<sup>28</sup> Editor's note: No "the" or "a" or "an" should be placed before a corporate name used as author in a works cited list. The name can thus be positioned in more serviceable alphabetical position. Because the corporate name is used as author here, it is the name given in the essay text for citations from this source. The title of the report, like a book title, takes italics or underlining. This report was obtained online as a PDF file, so the date of retrieval is provided in the style indicated (3 Mar. 2007) followed by the URL

<sup>29</sup> Editor's note: This is an article published in an academic journal. The article title goes in quotation marks. Note that the period occurs before the closing quotation mark. The name of the journal takes italics or underlining. The number 40 refers to the issue number. In this case, there is no volume number. The year of publication follows the issue number, in parentheses, and a comma follows the closing parenthesis;

Griffiths, Mark. "Internet Gambling: Issues, Concerns, and Recommendations."

*Psychology and Behavior*, 6 (2003), 557-568.<sup>30</sup>

Jacques, Christian and Robert Ladouceur. (2006). "A Prospective Study of the Impact of Opening a Casino on Gambling Behaviours: 2- and 4-Year Follow-Ups." *Canadian Journal of Psychology*, 51.12 (2006), 764-773.<sup>31</sup>

Jamieson, Mindy. Personal interview. 17 May 2007.

Lakusta, Dennis. E-mail Interview. 7- 8 May 2007.

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the pages of the article within the collection are then provided. You should give the span of the article even if you have not read all of it.

<sup>30</sup> Editor's note: This is an article published in an academic journal. The article title goes in quotation marks. Note that the period occurs before the closing quotation mark. The name of the journal takes italics or underlining. The number 6 refers to the issue number. In this case, there is no volume number. The year of publication follows the issue number, in parentheses, and a comma follows the closing parenthesis; the pages of the article within the collection are then provided. You should give the span of the article even if you have not read all of it.

<sup>31</sup> This is an article published in an academic journal. The article title goes in quotation marks. Note that the period occurs before the closing quotation mark. The name of the journal takes italics or underlining. The number 51 refers to the volume number while 12 is the issue number. The year of publication follows the issue number, in parentheses, and a comma follows the closing parenthesis; the pages of the article within the collection are then provided. You should give the span of the article even if you have not read all of it.

<sup>32</sup> Editor's note: : Because the same author name occurs in a source listed immediately above, MLA uses three hyphens to indicate the author's name this time and for any subsequent listings by the same author that may follow. This listing shows how a CD is presented. For CDs with production companies, place the company name where the above listing provides information on the recording location.

Nealon, Jeffrey T. Take Me Out to the Slot Machine: Reflections on Gambling and Contemporary American Culture. *South Atlantic Quarterly*, 105.2 (2006), 465-474.<sup>33</sup>

Taylor, Drew Hayden. "Rama – Lama Ding Dong." *Funny, You Don't Look Like One*. Drew Hayden Taylor. Rev. ed. Penticton: Theytus, 1998, 56-57.<sup>34</sup>

### ***For Further Thinking***

1. Prepare an outline of the above essay, one that follows the manner of our outline of Laura Allan's essay. Try to note the specific analytical and persuasive strategies being used as well as the controlling idea and topic sentences.
2. Contrast Laura Allan's essay and this one. Is there one main way in which they present different views on the topic? Explain.
3. To what extent is the above essay analytical? To what extent is it argumentative?

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<sup>33</sup> Editor's note: This is an article published in an academic journal. The article title goes in quotation marks. Note that the period occurs before the closing quotation mark. The name of the journal takes italics or underlining. The number 105 refers to the volume number while 2 is the issue number. The year of publication follows the issue number, in parentheses, and a comma follows the closing parenthesis; the pages of the article within the collection are then provided. You should give the span of the article even if you have not read all of it.

<sup>34</sup> Editor's note: The essay title takes quotations marks. The title of the book in which the essay appears is underlined. The author's name appears again after the book title because in this case he authored the essay and the book collection in which it appears. This form is often used for essays in an anthology edited by someone else. In the case of an edited anthology, the editor's name (let's say "Michael Jones") would appear after the title of the book as "Ed. Michael Jones."

4. Both “Gambling: The Stakes Are What They Are” and “Gambling: The New Baseball?” refer to statistics concerning the Government of Saskatchewan’s legalized gambling policies and procedures. Comment on the specific uses that each makes of this information.
5. Referring to Chapter 16 of *Acting on Words*, identify any specific models of argumentative structure that “Gambling: The New Baseball?” appears to follow.

## Tips for Conducting a Personal Interview

1. Be upbeat but also professional in your request. Think about an angle that might appeal to the subject (e.g. an opportunity for you to explain your expertise to a class of freshmen), but do not exert undue pressure. If the person declines, express cordial understanding and, if you can, approach another possible subject.
2. Explain precisely what you intend to use the interview for and clarify any re-use intentions.
3. If the person asks for confidentiality, should you decide to proceed with the interview, be sure to honour the request.
4. If you have any reason to suspect an interview could result in harm to the potential interviewee, consult your instructor or university ethics research board for advice before proceeding.
5. Do not begin your initial discussion with the prospective interviewee by referring to a signed agreement, but if the person appears to want a written agreement concerning what you intend to do with the interview and how you intend to treat



the information afterwards, we have provided a template (following) from which you can adapt terms and wording to suit both of you.

6. Suggest an interview method/location that you believe will be conducive to a successful interview, but also one that respects the convenience, safety, and general well-being of your interviewee. Face-to-face interviewing allows visual cues that sometimes help you to time and phrase questions effectively. E-mail and telephone interviews, however, may also be effective.
7. Taping your interview provides you with an opportunity to double check for completeness and accuracy; it also liberates you to a certain extent from note-taking, allowing you added opportunity to listen carefully and consider your questions. Be sure to inform your interviewee that you would like to tape the discussion (whether in person or by phone), and be sure to receive permission before taping. If you do tape your interview, it is still a good idea to take notes, in case the tape system malfunctions. Be sure to test your taping system before the interview, and try not to draw too much attention to the taping process. The less you fuss with equipment of any kind, the more relaxed your subject should feel. People (other than the hams among us) tend to draw back from microphones, so it is important to proceed with reassurance and confidence, perhaps using some humour or personal discussion to provide a diversion from commencement of the taping. For longer interviews, it is a good idea to transcribe the discussion (or arrange to have it transcribed for you). Looking over a text of the interview can often help you to decide what parts to choose and how best to use them.
8. Try to ask unbiased questions and let your interviewee say the things that she or he would naturally say, not things that you want to hear, e.g., ask “What do you think of legalized gambling?” not “What do you think is wrong with legalized gambling?”

9. Have several clear questions ready, but be open to improvising other questions that seem to follow naturally from answers given. For example, if you ask, “What do you think of legalized gambling?” and the interviewee says, “I was against it till last week when someone gave me a lotto ticket that won a million dollars,” you might want to ask for the story of that event before pushing ahead to the next question you had planned next.
10. Guide the discussion but don’t be so concerned with moving to the next planned question that you cut your interviewee off or suppress a potential natural flowing dynamic. It may be that your interviewee wishes to wind to the topic more indirectly than you do initially, but if you establish trust and good will as the discussion proceeds, you may find more value in even the indirect sections than you had initially believed was present.
11. A little social interaction and relaxing before the interview proper can be most helpful, but as with any business meeting, don’t run longer than you had initially stipulated, unless your interviewee clearly offers to extend the time.
12. Unless your interviewee asks you not to, send him or her copy of the essay you have written and include a thank you for his or her time and contribution.
13. If your interviewee asks to see your essay draft to review how you have used his or her information before you submit or present the final draft, you may wish to agree (this increases good will and offers you a further critical eye), but as author of the work you can insist on final say over using content if it conforms accurately with the interview transcript. If you misunderstood what the interviewee intended to say, however (regardless of whether that person used misleading words), it is only helpful to gain clarification. There is seldom much benefit to proceeding with a work that represents someone else’s words or ideas in a way that that person appears to question.

## Template for Interview Request Agreement

If you do decide to proceed with a written agreement with your interviewee, the following generic letter may be of assistance. Your intent, somewhat like that of a psychologist entering into an agreement with research participants, is to clarify the nature and purpose of your research and the responsibilities of the parties involved.

Dear \_\_\_\_\_:

To assist my research into \_\_\_\_\_, I am hoping you will agree to a brief interview with me. This research is toward a university essay for my \_\_\_\_\_ class; I do not have immediate plans to publish this work but might consider adapting it for that purpose at some future date.

If you agree to the interview but wish to be treated as a confidential source, or if you have any other special requests, questions, or concerns, could you please note them here:

On condition:

Permission to Cite Personal Interview Granted:

Signed \_\_\_\_\_

Please specify how you wish to be named: \_\_\_\_\_

Date: \_\_\_\_\_

Signature of requester: \_\_\_\_\_

Witness: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

## Documenting a Personal Interview

As previously mentioned, APA style does not include personal interviews in its references list, on grounds that the interview transcripts are not recoverable. If you were to publish the interview in some audiovisual media or as text, then you could list it as a recoverable piece of information. Within the body of your essay, you would cite a personal interview, telephone discussion, e-mail, or similar exchange as a “personal communication,” e.g., D. Lakusta (personal communication, May 7, 2007) or (D. Lakusta, personal communication, May 7, 2007).

With MLA style, you *are* requested to provide personal interviews in your works cited list, using the interviewee’s surname to begin the entry. This may be a subtle sign that MLA covers arts and humanities areas which often give particular importance to personal experience. APA style pertains to areas based on a historical model of detached observation, a preference for minimizing personal components. In any case, using MLA style, your citations within your essay will link your reader to the work cited entry by using the interviewee’s surname, in the same way you use an author’s surname to establish a connection between your in-text citation and the work cited entry. The three main works cited forms of personal interviews in MLA are as follows:

Lakusta, Dennis. Personal interview. 7 May 2007.

Lakusta, Dennis. Telephone interview. 7 may 2007.

Lakusta, Dennis. E-mail interview. 8-12 may 2007.

## Preparing Interview Questions and Integrating and Citing Responses

For his speech communication class at the University of Lethbridge (Drama 2350), Student David Francissen was required to research, write, and present a persuasive speech. He chose the idea of encouraging his audience to become blood donors. To prepare background information and support, he read scholarly articles on the topic but also set up an interview with Canadian Blood Services communication officer Andrew Laycock. Here are the questions that Francissen prepared, with Laycock's responses included under each question. Following these questions and answers is a detailed outline of the speech that Francissen shaped from his background research. You will see how he has chosen to use and cite information provided from the interview.

### ***Sample Student Interview.***

The interviewer is student David **F**rancissen (F). The interviewee is Canadian Blood Services communication officer Andrew **L**aycock (L).

#### **Interview for Blood Donor Speech**

**F:** I understand that there is a blood/blood donor shortage. Do you have data confirming a shortage, and what are the long-term consequences of it?

**L:** Since its creation in 1998, Canadian Blood Services has worked hard to ensure that all Canadians have access to blood and blood products when they need them.

Over the years the trust of the public in their blood system has continued to grow. As well, the number of donors who support that system has continued to grow.

While the percentage of eligible Canadians who donate is less than 4%, the donors who do contribute are a loyal and generous community. Their generosity means that at this time there isn't a shortage of blood in Canada.

However, the inventory available, when coupled with the rising demand for blood and blood products, means that Canadian Blood Services must be ever vigilant in continually reaching out to Canadians to convince more and more to join the ranks of our blood donors. This will ensure that we will continue to be able to meet the needs of hospitals.

Also, a great number of our donors are Baby Boomers. As they age it is important for young Canadians to join the system and take the place of these aging donors.

This year, Canadian Blood Services will require 80,000 new donors nationally to continue to be able to ensure a safe and stable blood supply. The task is no small feat, but Canadians have traditionally been supportive and generous. So it is up to Canadian Blood Services to reach out and ask people to get involved, become a donor and share their vitality.

**F:** What groups of people (seniors, baby boomers) use the majority of donated blood?

**L:** No single demographic can lay claim to being the group that uses the most blood. Because of the multitude of uses for blood, the impact stretches across many different groups of all ages and ethnicities.

**F:** What is the majority of donated blood used for?

**L:** This is a bit of a complicated question because different blood types and different blood products have different applications.

With that being said, the blood type ORh- (O neg) tends to be the type that hospitals are ordering most often. O neg is the Universal Blood Type. This means that it can be transfused to anyone, regardless of his or her blood type. Because of this universality, O neg is used for trauma situations (or any situation where time is of the essence and

the patient's blood type is not immediately known). I would say that this is probably the most commonly used blood type.

However, a large portion of the Canadian population is ORh+ (O pos) and so in accordance, a large number of O pos units are required for scheduled blood events, such as surgery or organ transplants. Many of these procedures require a large number of units to be used.

As well, there are patients, such as those undergoing treatment for cancer, who require weekly transfusions of blood and blood products. A cancer patient could require eight units per week of blood, plasma or platelets. Treatment often lasts for several weeks, if not months or years. And so as the number of patients being treated with radiation and chemotherapy rises, so too will the need for blood.

**F:** What other uses are there for donated blood? E.g. research for current diseases like diabetes.

**L:** There are many uses for donated blood. Often when people think of blood donations they think of accident injuries, such as car accidents. But the reality is that many other patients require blood as well.

In addition to trauma cases, blood is used for surgeries and transplants. As medical science has advanced, procedures that were a rarity even a decade or two ago are becoming more commonplace. Organ transplants are being performed more frequently. Accompanying those procedures are quantities of blood that are an important part of the procedure and recovery.

Another instance where blood is needed, but not widely known, is in the treatment of cancer. As doctors use radiation and chemotherapy to battle cancer, platelets and plasma are often required to be transfused to help patients recover.

Plasma is also used quite often as a part of the treatment for patients who have been severely burned. The plasma, which is the protein rich liquid in your blood, helps replenish lost blood volume and carry oxygen and nutrients throughout your body.

There are also people who are suffering from on-going afflictions such as hemophilia, Aplastic anemia and myelodysplasia who require weekly transfusion to help replenish blood components that their bodies aren't or can't currently produce.

**F:** What is the chance that I or someone I know will require donated blood?

**L:** Recent polling indicates that over 52% of Canadians will either need blood themselves or have an immediate family member who will need blood, at some point in their lifetime.

**F:** What personal reward is there in donating blood?

**L:** Our polling of our donors has shown us time and again that the people who are our most loyal donors do it for personal reasons. Some have had friends or family members who have needed blood. Others had parents and grand parents who were loyal donors and so they have grown up with that being the model of "something you do because it's the right thing to do." And other donors still just donate because they feel good inside knowing that what they are doing is going to have a direct impact on someone's life.

**F:** Is there personal testimony on record of people who have donated blood that is shared with the public?

**L:** We don't have a donor testimonial that we use. As mentioned in the previous answer though, there are some very strong/personal reasons why people become involved.



**F:** Is there personal testimony on record of people who have received blood that is shared with the public?

**L:** We have a few personal recipient testimonies that we have used recently. You can view the recipients and hear their story in their own words through our website, [blood.ca](http://blood.ca)

In the Media Room, Advertising section you will note Video footage from Samar and another from Sindi. Both are recipients and both share their stories. I'm sure you will find what you need here, and it is very compelling. You may actually be able to incorporate the footage into a PowerPoint presentation if you are so inclined.

**F:** What difference does the donation of one person make?

**L:** Each donation has the potential to be split into its different components. Each component has a different use. Therefore, every donation has the potential to affect the lives of three patients.

**F:** What are the reasons why people do not donate?

**L:** There are four:

- a. Privacy concerns
- b. Medical issues
- c. Time limitations
- d. Fears, e.g., needles

The two reasons that I hear quite often are fear of needles and lack of time.

It is true that needles hurt a little. But most donors will compare a needle to a pinch or a bee sting. Not pleasurable, but in the end not too bad. And far better than anything a blood recipient is feeling.

As for not having time, it is true that many people lead hectic lives. But the fact is that it takes only about 60 minutes to donate. By giving one hour of your time you can in effect give a lifetime to someone else.

## Sample Student Persuasive Presentation Incorporating an Interview

David Francissen	Drama 2350 Speech Communication
Persuasive Speech	(Problem-solution Design)
<b>Title</b>	Become a Blood Donor
<b>Topic</b>	Shortage of Blood Donors in Canada
<b>Specific Purpose</b>	To encourage the audience to become a blood donor.
<b>Thesis Statement</b>	Becoming a blood donor today will save somebody's life tomorrow.

### Introduction

**Attention material:** Imagine that you are driving on your way home after a nice night out on the town with your family or friends. It has been a beautiful evening and everyone had a real good time. Until you go through the intersection close to your home and your car is T-boned by a careless driver. The next vehicle you are in is an ambulance, and you are losing a lot of blood. You get to the hospital, and the doctors and nurses start operating to get the blood loss under control. The situation looks pretty grim... but thankfully someone you don't know decided to donate blood the week before, and you are going to be okay. The selfless act of a stranger saved your life-- and *you* can do the same.

**Thesis Statement:** By becoming a blood donor today, you will help prevent a shortage of Canada's safe blood supply: you will save somebody's life tomorrow.

### Body

- I. **Problem:** The current rate of blood donations will not satisfy the future need.

- A. There is a shortage of blood donors across Canada.
  - 1. The Communications Specialist of the Canadian Blood Services, Andrew Laycock, states that “The technical number is about 3.7 percent of eligible Canadians actually donate.”
  - 2. And Bill Graveland states in his article titled *Canadian blood donor requirements are in the hands of the aging population*, “The primary donors in Canada are the aging baby boomers, and with the maximum age for a donor being 71, it is very important for young Canadians to become donors and take the place of these aging donors.”
  - 3. This year the Canadian Blood Services will require 80,000 new donors nationally to continue to be able to ensure a safe and stable blood supply. The safe supply is being affected by the increasing strict requirements on deferrals for safe blood.
- B. The current supply of donations is already being used up at a faster rate than ever.
  - 1. In Canada, roughly 137,000 people are diagnosed with cancer every year.
    - a. Cancer treatment patients use up to 8 units a week.
  - 2. The number of transplants has increased steadily from 16 per one million Canadians in 1981 to 59 per one million Canadians in 2000.
    - a. Liver transplants and other transplants can use anywhere from 10 to 100 units of blood.
  - 3. Advances in medical technology and procedures have caused an increase in the need for blood.
  - 4. On average, 4.6 units of blood are required per patient.

II. **Significance:** This significance of this problem is threefold.

- A. People that need blood might not get it and will die.

- B. Certain procedures requiring transfusions will have to wait backing up the waiting times that we know are already too long.
- C. Situations will call for ethical questions to be asked. E.g. If two people need blood at the same time who do you give it to? The old man or the young child.

III. ***Solution/Implementation:*** Become a donor and donate blood at least once a year.

- A. Educate yourself.
  - 1. Read the pamphlets I have provided you.
  - 2. Check out the Canadian Blood Clinic website at [www.bloodservices.ca](http://www.bloodservices.ca).
- B. Take a friend and go to the clinic.
- C. Get over your fear of needles (if you have one)
- D. If you are ineligible to donate then you can still be supportive.
  - 1. Make a financial donation.
  - 2. Get involved with a fundraiser.

## **Conclusion**

***Summary statement:*** Though there isn't a shortage right now, there will be in the near future because of the current shortage of donors and the increasingly high demand.

***Closing remarks:*** Every minute of every day, someone in Canada needs blood. That someone could be a loved one, a friend, a co-worker, or even you.

Andrew Laycock stated in my interview with him that if just one person from the class became a regular donor, then that would be a huge contribution. I hope that you decide to be that one person.

## ***Practice Activity***

Read closely David Francissen's interview with Andrew Laycock, consider the purpose of the assigned speech, and discuss the following two questions with your classmates and/or instructor:

1. How has Francissen made effective use of the answers provided in the interview?
2. Are there parts of the interview that Francissen might have put to further use? Explain.

For help with these questions, you might wish to review Chapter 16 "Argumentation" as well as Chapter 20 "Oral Presentations," and see "Sample Oral Presentations" at the text website for Chapter 20.

## Final Word

Interviews help you to balance the forms of appeals and proofs that you weave into your writing. One interviewee tends to function as a "warm" proof (see Chapter 4, pp. 53-55), adding an element of personal appeal, although as you can see in the interview with Andrew Laycock, interviewees may often furnish "cool" data and other non-personal types of appeals and proofs. An essay or speech that relies solely on one interview will usually lack balance, as will any writing that leans too much on one source. As the samples in this chapter demonstrate, however, interviews place you and your reader closer to actualities of a topic than many secondary sources are able to do; interviews inject locality and specificity. They almost always make the writing more textured, more interesting.

Designing thoughtful interview questions is good preparation for learning to develop, administer, and evaluate surveys (which are beyond the scope of *Acting on Words*, but important forms of primary research and of "cool" proofs). If at all possible, try to interview appropriate subjects for your essay assignments. What you can learn from the experience may well transcend the information gained in response to your questions.