Wednesday – 2 copies

Patricia Carlson Interview

Freelance writer

Do publications have issues with you writing for other publications?

No, created an open and honest relationship with most publications and hasn’t had an issue come up yet. Locally there is a very small market and one editor might have a problem with another. If this comes up she has no problem passing on the opportunity.

Inspiration?

Started as an ECON major and got bored with it. Started asking herself what she was good at, wanted to do something that she could do easily. Discovered that she was good at asking questions and writing about them. Also was good at sports and started becoming a sports reporter.

Favorite?

Doesn’t have a personal favorite when it comes to broadcasting, writing, blogging or whatever it may be. Profile writing she finds the most difficult because you have to get that interview subject to trust in a very short amount of time.

Why you enjoy the job?

Freedom. You really are your own boss. Wear what you want. Work when you want.

Claim to fame.

Live shot opportunities. Ability to think and talk on your feet. Be clear and spit out questions and structure sentences on your feet. A great memory, recall facts, figures, names.

How do I do it all?

Help from friends, babysitting or whatever it may be. You do what you got to do whether it is hectic or not. As hectic as it may be “she relies on her village.”

Coralynn/CC – 2

Lincoln – born in June

Shawn – husband

Travel a lot in freelance?

Goal to relocate to Florida, in her last couple years she has been expanding her reach and making meetings with publications in Florida to eventually move there. Establish work connections. Lived all across the states and has internationally traveled most of the world.

Living abroad makes you pick up the ability to talk to anyone. Makes you more open. Makes you take risks and talk to people. If you get shot down than so be it.

10-year goal…

Make enough money so that she can sign her children up for activities and not worry about paying bills. She’s not worried about getting worldwide exposure. She does this because she is good at it, loves it, and its something that supports her family.

How do you come up with your story ideas?

2 ways; find them on your own and pitch them. The initial email and pitch it to your editor. The other, Minnesota good age, they come to you and they put you on the mission of researching and finding out the article.

Paid by the story

Intern experience?

Huge believer in internships! Did them for free. In Maine and an ABC affiliate. Contacted the news director and kept bothering him until she got a call back as a sports reporter. By the time she was finished she was a producer. Newscast experience, producing experience, really helped the resume.

Worked for ESPN and sportscenter. ESPN radio production assistant, until they let her write for sportscenter radio.

Missed opportunity?

Red book, glamour, national magazines pay far better then local publications. If they are national they still aren’t that well known. Get into a better paying magazine so that she doesn’t have to work as well.