

Rule 1: Prefer_mail

IF unknown whether source will talk
with reporter on telephone
AND the interview is critical
AND there are > 6 days to get the
interview

THEN (send_by_mail)₁ request = 60
ELSE telephone request = 40
BECAUSE may get the interview with
a formal, written request.

Rule 2: Definitely_prefer_mail

IF probable source will not talk with
reporter on telephone
AND the interview is critical
AND there are > 6 days to get the
interview

THEN (send_by_mail)₂ request = 80
BECAUSE see Rule 1.

Rule 3: Telephone_anyway

IF probable source will not talk with
reporter on telephone
AND if the interview is not-critical
OR there are < 6 days to get the
interview

THEN (send_by_mail)₃ request = 10
BECAUSE there isn't time for mail
AND telephoning worth a try.

Rule 4: Older_sources

IF the age of the source is > 49 years
AND the interview is critical
AND there are > 6 days to get the
interview

THEN (send-by-mail)₄ request = 90
BECAUSE older individuals respond
more positively to written requests.

Rule 5: Combine_Send-by_mail

IF maximum of (send_by_mail)_i > 79

THEN send written request and ASK:
Do you want to see a sample
letter?

ELSE telephoning worth a try
BECAUSE most sources will talk to a
reporter on the telephone.

■ **Figure 11.13: Simplified examples of rules from MUcraker.**