

## Interview Assessment #3

**Name of Professional:** Zac Crain

**Profession:** Senior Editor/ Author

**Company:** D Magazine

**Date of Interview:** 10/23/2020

### **Assessment:**

This week I had the opportunity to interview Zac Crain who is currently the senior editor at D Magazine here in Dallas. Before he found his way to D Magazine Mr. Crain attended the University of Texas at Austin and majored in journalism. From there he acquired an internship as a writer for the Dallas Observer who focused on music. Following his completion of college, Mr. Crain returned to Dallas and became the calendar editor for The Observer. He quickly climbed the ranks and became the official music editor, but he continued to expand his reach of topics in his articles. He soon branched out to sports, politics, and general media topics, and he now covers several stories on relevant social justice movements and individual profiles. During his time at the Observer he wrote a piece on the memorial service of Darrell Abbott, or Dimebag Darrell, a Texas-born guitarist for the band Pantera. Following his writing of that article, he left the Observer and joined AmericanWay Magazine. During his time with American way he gained attention from publishers wanting to write books about the musician he had covered previously in his career, which led to Mr.Crain publishing his first book "Black Tooth Grin: The High Life, Good Times, and Tragic End of "Dimebag" Darrell Abbott." After this, he moved to D Magazine where he still currently works.

During our interview, Mr.Crain spoke on the differences between being an editor for a large publication like D Magazine versus a writer for a much smaller publication like the Observer. The main thing he noticed was the transition between the time he had to have stories written. At the Observer, any of their articles had to be completed weekly but as he moved from there to American way they followed a bi-weekly release schedule, so he enjoyed the extension of time for deadlines to produce more in-depth and effective stories. This also stands for his work with D Magazine which follows a monthly publication schedule, so he has much more time to complete important stories and make sure they successfully convey their message.

A challenge Mr.Crain mentioned that he encounters with performing his duties as an editor is adding to stories he receives from writers and trying to maintain their voice and personality while not overstepping his boundaries. Each writer has their own personal style and voice so maintaining that level of individuality is important but it's also the job of the editor to contribute to a piece and make it more appealing so keeping that balance has to be difficult.

Towards the end of the interview, I asked Mr. Crain for any advice he'd give an aspiring journalist to get their start in the field. Some of the advice he gave me involved networking, continuously educating yourself on everyday events, writing, and fine-tuning

your style and voice as much as possible to make sure your writing seems personable but also maintains the ability to effectively communicate its message and purpose to the reader without getting lost in translation.

In conclusion, Mr. Crain was an amazing interview and gave me some really sound advice that I intend to take with me as I progress through both ISM and my career as a writer. He was the final of my three professional interviews I had to complete but I intend on reaching out to a few more to get different experiences and stories of different people.