

# Tip Sheet

## For Directing Interviews

Review these important tips to help you record interviews on location. Identify themes and concepts, build key talking points, and establish a rapport with your talent.



## Learn these techniques and strategies for conducting and directing video interviews.

Conduct an audio pre-interview to establish a relationship with the contributor and get pertinent background information. Ask permission to record the call and transcribe it to start developing guideline questions for the interview.

Build your ideal talking points and prior to the interview, provide your talent with a list of questions and key issues you will address during the recording.

During the interview, maintain eye contact with the talent and minimize use of notes. Avoid making affirming comments or overt gestures during the talent's response.

After you have recorded core concepts, revisit key points and capture derivatives.

Maintain reasonable pacing throughout the interview and avoid asking for multiple takes unless necessary.

Contributors who are articulate and knowledgeable and who share interesting anecdotes and opinions provide a powerful venue for relaying conceptual information to the audience.

## Interview Tips

- Comfort** Turn off camera tally lights and limit talent visibility of any monitors.
- Rapport** Maintain eye contact with the talent and minimize use of notes.
- Reminder** Cue the talent to sit upright and deliver responses in a confident manner.
- Confidence** Save your most important questions for the middle of the interview.
- Anecdotes** Ask for concrete stories and examples to help turn abstracts into reality.



# Properly dress a lavalier mic to your talent for optimal pickup and cable disguise.

Be aware of jewelry, long hair, or cable movement that can generate noise and interfere with optimal audio recording.

If a person is wearing a collared shirt, run the cable up the back of the talent, and underneath the collar.

If a person is wearing a buttoned-up shirt, hide the lav mic between the buttons and behind the fabric of the shirt.

If a person is wearing a necktie, run the wire down the back of the necktie and through the label on the bottom back of the tie.

Stabilize the microphone capsule with triangles of gaffer's tape and tie a loose loop in the cable for strain relief.



Monitor the interview with quality headphones and note any extraneous noise.

Avoid synthetic, lightweight clothing (silk, polyester) that generates static electricity and interferes with audio recording.

Record room tone (ambient sound of the room) to use as a noise sample during editing.

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