“POS” Interview Checklist
Tips for Successful Recorded Interviews

- Write down and/or record each person’s name and title/position, and for students their class/year, major and hometown.
- If a name is difficult to pronounce, ask him or her to say it on tape. Ask to spell unfamiliar names too. You need to pronounce and spell all names correctly.
- You need to talk to at least five different people for your Person on the Street story.
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- Hold camera or microphone six inches to 12 inches from subject for best recording.
- In noisy surroundings, hold even closer
- Get good recordings of your questions too in case you want to use some/part of them.
- Make sure interview head shots are well-framed and composed and in focus
- Have different backgrounds, not all the same
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- Understand you are just going to use clips (aka soundbites) from each interview—soundbite lengths usually range from five seconds to 20 seconds.

- Avoid saying “uh, uh” or “OK” while people are speaking—it is distracting and can mess up a good soundbite.

- Let people complete answers before you jump in with the next questions—avoid “stepping” over subject’s answers (he/she is still talking and you interrupt with next question or comment).
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- Ask questions in open-ended way that will evoke more than yes or no answers.
- Don’t hesitate to ask people to clarify or elaborate: “Tell me why you feel that way?”
- Be sure to get a mix of people...male, female, white, black, seniors, freshman, etc.
- Log your interviews soon after interviews are completed while everything is fresh on your mind (sample interview “logs” are on the class website)