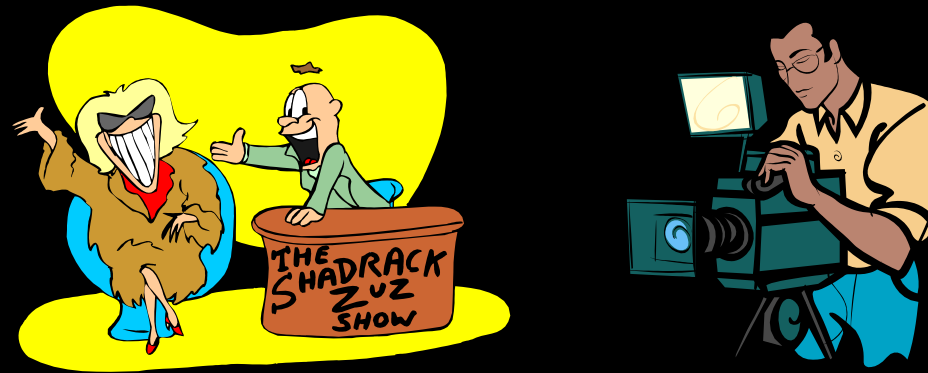




# Video Interviewing Tips



Making interviews successful takes planning, preparation and execution



# Video Interviews' Importance

- In today's social media world newsmakers, officials, celebrities and PR experts know it's much easier today to control and craft their own messages
- Today it is less necessary for the people mentioned above to rely on the media (news media especially) and media gatekeepers to get their word out to the world
- Websites, blogs, YouTube, Facebook, Twitter, Flickr, Instagram- all can be utilized to circumvent traditional media and to try to get your word out the way you want it- and not have to worry about it being processed, distilled and (sometimes) misconstrued by the media (reporters, et al)
- Plus, a well-crafted and produced video interview can be an appealing communication tool that can help a person or organization achieve positive and desired public relations, marketing and/or perception goals
- If YOU have the skills and understanding of how to craft high quality video presentations than you will be an asset, or an even greater asset, to your employer or clients

# For Reporters and TV News...

- Interviews and selecting “soundbites” from them to include in reports are a standard way to present stories for television news
- Interviews provide TV’s needed color, emotion, opinion, credibility and visual elements
- Interviewing is an underrated skill that requires research, interpersonal communications and listening abilities



# The Key to a Great Interview? Preparation!

- Find out as much as possible about the person you are interviewing and the topic(s) you are interviewing the person about
- Lots of professional (and personal) information can be found online about people
- It's also good to speak to people who know your subject- they can provide important insights that can lead to better questions and perhaps more interesting and revealing responses
- Don't know anything about squash? You had better learn some things about the game before interviewing the head of the school's squash club!



Squash anyone?





# Pre-Interviews and Planning

- It's fine- and necessary- to go over the topics you want to discuss with your guest before the interview
- This will put your guest more at ease
- And you can have some of your questions answered to things you are not sure about during such a pre-interview
- Plus you may come up with interesting new things to discuss that you didn't know before



# Write A List of Questions



- Write down everything you can think to ask your guest
- Then later refine your question list
- Keep in mind the context and parameters of the interview
- 10 minute video interview? You will want at least a dozen key questions
- You may not get to ask all of them due to time running out possibly
- So you will need to organize your questions by importance
- Have, in a 10 minute interview, four or five key things you need to ask and need to bring out from you guest

# Conducting the On-Camera Interview

- It's your job to make your guest comfortable
- So you yourself need to be comfortable and confident in the video interview process
- Don't act like you've never done this before even if you have never done this before!
- You and the videographer need to put the guest at ease
- You also should tell the guest where to look during the interview- because you don't want the guest looking directly into the camera, but at the interviewer
- Connect clip on mics if that's how you're doing the interview, or explain how the shotgun mic will pick up your voices, or how the camera's built in microphone will be used to pick up sound
- If that's the case (small built-in mic) you really need to determine ahead of time how close the mic and camera need to be to the host and guest
- And you must make sure there are no noises interfering with your interview
- Tell the guest before the interview that you have several topics you want to discuss, so please keep responses concise
- If you find the guest going on too long, you must interject and take control of the interview

# The “Tell Us About Yourself” First Question

- When the interview will be of enough length, a good first question is ask your guest to say where he or she is from, what viewers should know about you
- [Example 1](#) [Example 2](#) [Example 3](#)
- For a “Campus Conversation” it would be good to start off asking your guest where she/he is from, how decided to come to CofC, what major is, and what post-college plans are
- After this (hopefully) brief address by the guest talking about his/her background move on to the subject of the interview



# Guide the Conversation- Be Flexible

- After an introductory minute or two, start asking the key subject area questions
- But be flexible to explore other areas the guest may bring up that you think viewers would find of interest
- Strive to establish a nice and flow to the interview
- You want the interview to be a conversation, not to be a stiff question and answer session
- Pose your questions in a relaxed, natural way- don't sound like you are reading them- and don't read them
- Because you will be on-camera the entire time, be aware of this so do not be looking at your notes excessively
- You must be listening to your guest, maintaining good eye contact throughout the interview
- Keep an eye on the time and realize you may need to adjust, to drop questions if you are nearing the end
- Allow time to wrap up the interview by thanking the guest and giving some pertinent bit of information about the person and/or club