

## Updates from the Field: Presenter Interview Tips

### Prior to the interview

Please send questions to the interviewee prior to the taping to allow time for preparation. Even consider talking through the questions by phone or in person.

As a reminder, interview content must be educational in nature. Videos that are deemed promotional/commercial in nature and that do not meet the educational goals of the series will be rejected.

### The interview:

The interview will be *live-to-tape*, meaning (ideally) the camera will roll straight through from start to finish. We'd like to keep edits to a bare minimum. We recommend a 3-phases format for your conversation-style interview:

**Phase 1: The introduction:** During the introduction, both subjects will face the camera with pleasant expressions. The interviewer will introduce himself or herself, state that he or she is '**reporting for ASRS from (fill in the meeting name)**,' welcome and introduce the interviewee and the topic of the interview.

**Phase 2: Question and answer discussion:** After the brief introduction, the interviewer and interviewee turn to face each other for the Q/A discussion. The interview should be a natural 3-way conversation with the interviewer and interviewee talking to one another and glancing at the camera occasionally at appropriate times as if it were a 3<sup>rd</sup> person listening to the conversation.

**Phase 3: Conclusion:** The interviewer will thank the interviewee for the interview and then both will turn to look at the camera (with pleasant expressions). The interviewer will end the segment by saying, "**Thank you for watching. Reporting for ASRS, I'm (your name).**"

Please try to keep the interview in the neighborhood of 3-5 minutes.

### General interview tips:

- Please be on time
- Choose a reasonably quiet and well-lit location. If there is a distractingly loud noise like a siren during the interview, stop and either restart the interview from the beginning or re-ask the last question and go from there. We can edit the sections later.
- Practice makes perfect: informal run through with your interview counterpart is helpful
- Try to refrain from using notes.

- Turn OFF your cellphone before you begin your interview.
- Relax: the more natural the conversation the better.
- Pause (hold your position) at the beginning and end the interview to allow for editing.
- Do not refer to the time of day – ‘Good morning’ or indicate that the interview is ‘live’ because this will not be accurate when the video is finally released.
- Avoid nodding continually, rambling, rocking or thumping the table with your hands.
- Speak in a conversational tone -- **slowly**, clearly and with energy, using suitable voice inflection.
- If the interviewer is holding the mic, he or she should hold it between the interviewee and themselves rather than moving it back and forth or handing it back and forth.
- It’s wise to check the interview file before the interviewee leaves to assure you have sound and everyone is happy with how it looks.
- If you gesture while you speak, remember that you will likely be framed from the chest up, so be sure that when you gesture (only occasionally, please) you do so within the frame.
- Ideas on what to wear: **Remove nametags**. Avoid bright orange, red and tight patterns/tweeds that bleed on camera. Remove distracting jewelry, shiny lapel pins and nametags. Generally, black and white are not flattering on camera. Instead men might consider a blue or cream shirt and dark suit; while women will find jewel-toned blouses, dresses and scarves work well.

## The Mechanics: Steps for Recording Presenter Interviews

1. Make sure your phone is charged and that you have suitable space to accommodate the video interviews. Each 5-minute interview is likely to need approximately 1 GB of space.
2. Select a relatively quiet and well-lit location (do not place subject in front of a window or against a wall). If there is a distractingly loud noise (like a fire alarm) during your interview, stop and start again from the beginning or from the last question. These sections can be edited together.
3. Put your phone into Airplane Mode or activate the Do Not Disturb setting.
4. Set up the tripod, screw the iPhone clip/mount onto the top tripod plate and clip your phone horizontally into the clip. The screen should be facing you.



5. Attach the microphone cord (with the extension, if needed) into the bottom of your phone. On the ASRS mic, the volume knob should be at half way up or a bit more. The light will glow green if the mic is recording.



6. In terms of positioning, you can position the mic in a small stand between the two subjects on a high-top bar table. If you do this, make sure they speak up to be heard. Alternately, you can have the interviewer hold the mic steady between him/herself and the interviewee. Please do not move or pass the mic from speaker to speaker. If you're in a public location, I would use the handheld option to provide better sound.



7. Frame your shot while the iPhone is in video mode (subject should be shot belly button up with a bit of head room)
8. Touch the images of your subjects on the screen to lock in the focus.
9. Press record and after a short pause give your subjects a signal to begin.
10. When the interview ends, allow a pause with the 2 subjects standing still before stopping the video to allow for editing.

11. Ask the subjects if they would like to see the video. You can select the file and play it back on your phone. This will give you an opportunity to make sure you have good sound and that everything recorded properly.
12. When the interview finishes, I go to photos > select the video file > select the square with the arrow > select mail > to our editor: [stevelebeau@gmail.com](mailto:stevelebeau@gmail.com) > press send > I am asked if I want to 'maildrop' the video and I always do. You'll need to be in a wifi zone.
13. If you are not able to mail the file from your phone, I would suggest moving it to a Dropbox and sending Steve the link. You'll need the Dropbox app for this.
14. **IMPORTANT!** Steve will need the following information as you would like to see if on the video:
  - a. Name of the meeting
  - b. Title of the presentation being covered
  - c. Attribution: names and affiliations of both the interviewer and interviewee
15. If you have a malfunction, consider using the interviewer's iPhone for the interview.

To view previous reports visit [www.asrs.org/updatesfromthefield](http://www.asrs.org/updatesfromthefield).

Direct questions to [members@asrs.org](mailto:members@asrs.org)