



INTERVIEW GUIDELINE SHEET

Some common sense suggestions to ensure constructive interviews.

FOR THE INTERVIEWEE

- **DRESS** - Avoid all white, all red or vertical stripes. Otherwise, dress as you normally would. If you are being interviewed in your office, your normal business attire is appropriate. If being interviewed in your home, dress casually. If your school or job requires a uniform, wear that.
- **WHERE TO LOOK** - Maintain eye contact with the interviewer who will be seated off to the side of the camera. Have a normal conversation with them and ignore the camera as much as possible. We do not stop the camera, we simply record a spontaneous conversation and take out the bits we like, so just relax and get into the conversation.
- **WHO CONDUCTS THE INTERVIEW** - A member of the organization who is most familiar with your story will ask many of the questions. This will be the person you will maintain eye contact with. However, the Director (behind the camera) will also interject and ask questions. Simply give your answers to the interviewer as if he/she had asked it. If you stumble or don't like your answer, no problem, take a breath and just start again. It will all get put together in editing.
- **WHAT WILL HAPPEN** - We will arrive about an hour early, set up the lights and equipment and prepare the shot. You may be asked to sit under the lights while we adjust them so that we make you look as good as possible. This is a good time to get comfortable with the setup so that you won't be distracted during the actual interview. Our goal is for you to be as comfortable and relaxed as possible. We will do everything we can to ensure that is the case.
- **ANSWER PRIMER** - Since the questions will not be included in the finished film, please try to include the question in your answer. For example, if you are asked, "when were you born." you would respond, "I was born on July 14, 1967", rather than just saying, "July, 14, 1967. This puts your answer in context for the audience. Don't worry, we will remind of you this if you forget.

FOR THE INTERVIEWER

Remember that you represent the "eye-line" of the interviewee so all of their focus will be toward you. Whatever emotions or information they convey, your eyes and face should convey that you are empathetic and clearly with them on this journey. Be willing to explore sensitive areas as if they are members of your own family. They are, the human family. Here are a few rules of thumb for sitting in the interviewer's seat.

- Build in an acclimation period before filming. This gives the subject a chance to loosen up. Use humor and any pre-existing relationship with them to put them at ease. If they trust you, they will share with you.
- Pose questions in a variety of forms & have follow up questions prepared.
- Ask for details; sight, sound, tastes, feelings, to get drama into the story.
- Don't interrupt an answer.
- Maintain eye contact with the interviewee.
- Notify sensitive interviewees that there may be intimate areas explored. Reassure them that if the questions are too painful or sensitive, we will leave them aside. The subject always has the right to move on.
- Listen, listen, and listen. The interview may go in an unplanned direction and may yield some interesting results if the subject answers in an unexpected way. This is good; be ready to explore in unplanned directions.

B-ROLL ACTION

B-roll action should be natural and reflect something about the character of the subject. It should also be relevant and advance the point of the film. It should also be something they are comfortable doing. If it can provide some of the "visual proof" we need to flesh out the film, all the better.

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