



Tips for interviewing – the traditional soundbite, or vox pop

- (if interviewing out on the street or at an event, use a selfie stick or gimble) but this is only suitable if you are asking just one or two questions.
- If you are asking more than one or two questions sit the interviewee down and use the tripod.
- Make them feel at ease, by being at ease yourself. Say it is a pre-record and if they stutter or stop just say they can feel free to carry on, as you will be editing it.
- Ask for their name and title and how to spell it - this relaxes them and is a good way to start the interview. Also very useful when you come to caption them.
- Remember a caption needs to be on screen for three seconds, (two seconds in to the interview)
- Start recording, but DONT tell the interviewee that you are recording. Just press record then start chatting and put them at ease.
- Say look at me and ignore the camera so they know where to look.
- For longer interviews, frame the interview on a tripod, sit down if they are sitting down. Stand up if they are standing up. So you are at eye level.
- Use a lapel microphone not a handheld if it is only their audio you need.
- Bum to the sun, natural light on the face. A few feet away from a window is perfect.
- Check the background for anything distracting.
- Make the background relevant, busy is great. The microphone will cut out the background noise unless it is VERY noisy. (ie very busy small room or loud traffic)
- Get set up shots, just in case. Great for library footage, but also to cover any edit points, or if you need extra shots for your news package. That person will not be as easily available again so make the most of them being there.
- Think What, Where, When, Why, Who.....
- End the interview when you have your soundbite it usually takes 2 -3 minutes of talking to them. They become more relaxed and it means you also know where the soundbite is when you come to edit.
- Use the soundbite that has personality and emotion.
- Give direction if you can – ie if it is a VIP or someone used to doing media interviews, they may want to be in control of the interview. But be firm and professional if it doesn't look or sound right say, in as polite away possible.





- If someone comes to you with notes, say it best to have a chat and just get their thoughts on the subject. An interview with someone looking down and reading notes does not work.
- I always take the blame, if for example they are playing with the lapel microphone and it affects the sound. I listen back to the interview and say, sorry we will have to do that again there is an issue with the interview.
- If you point out that they have done something wrong, then you are at risk of the interviewee becoming more nervous or rigid in their response.

