



YOU, the INTERVIEWEE

*Well, the big interview is coming up
and you're asking yourself,
am I ready for this?!*
The answer will be YES!
if you follow these important guidelines.

1. Prior to being interviewed,
you'll want to organize your thoughts
into 4 or 5 categories. You'll then need to
have some "proof" or evidence for each.

For example—

*Let's say you're being asked to describe
your most fascinating character quality.
Identify the quality, and then
back it up with a precise example from
your life which demonstrates
that quality in action.*

2. Rehearse your points
in front of a mirror.
Watch how you move your head
and hands when you talk.
Keep your head straight, and
try to keep your hand gestures
to a minimum (without looking stiff).
If you'll be standing, stand quite still.

3. Make your decision about
what you'll wear well in advance.
Select an outfit which
makes you feel comfortable and is
appropriate for the interview situation.
No checks or plaids, no blue clothing
if you're going to be on camera.



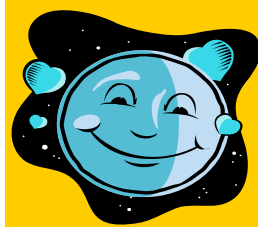
4. Before the interview begins,
try to relax by taking deep breaths.
Turn your attention away from yourself.
Focus on your message.

5. Speak in a conversational tone.
Avoid "ums" and "ahs," mumbling,
talking too loudly or softly,
speaking too slowly or quickly,
mispronouncing words,
and incorrect grammar.

6. Use natural gesturing to
emphasize your message points.
Be expressive,
but be comfortable and calm.
Have composure.
Sound as good as you look!
Enjoy yourself!

7. Look at your
interviewer in the eye.
Avoid a blank stare.
Animated eyes are very
communicative.

8. Don't take yourself
TOO seriously
during an interview.
And never forget that...



*How you "present"
yourself
is very important.*

Excerpts taken from
"Video Production for Media Specialists"
Chapter 14 — "Working with Student Talent"
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INTERVIEWING TECHNIQUES

or...

How to
GET and GIVE,
that memorable
"sound bite!"



A
Tutorial



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YOU, the INTERVIEWER

Do Your Homework

Okay, you've lined up your guest, and you've scheduled the time and place for the interview. But that's only the beginning! Now it's time to do your "prep" work.

1. Find out the full name of the person you will be interviewing.
2. Find out some information about your guest before the interview.
3. Write down some interview questions based on what you know about your guest. Use questions that begin with "Why?" "What?" "When?" "How?"
4. Avoid questions that can be answered with a simple "yes" or "no."
5. Have a clear focus and direction that your questioning will take in the interview. Remember, you're going for that memorable sound bite!
6. Memorize your introduction and the questions you will ask.
7. Select an interview location with good lighting and an interesting background.
8. Rehearse the interview ahead of time—by yourself.



Show Day

The scheduled day has arrived, and so has your guest, but there's still lots to do before the actual interview can take place.

1. Discuss the questions and the interview location with your guest ahead of time.
2. Relax.
Take gum and candy out of your mouth.
3. Be friendly and conversational with your guest. Make every effort to ensure that BOTH of you feel comfortable.
4. If the interview is being videotaped, position your guest six to ten feet in front of the camera.
5. Position yourself at a 90 degree angle from your guest.
6. Don't move your feet.
Turn your neck to look at the camera.
7. Always hold the microphone. Do not let your guest take it.
8. Hold the microphone 6" below your mouth at a 45 degree angle when you talk.
9. When your guest talks, hold the microphone the same way in front of your guest's mouth.



Show Time!

It's show time, ladies and gentlemen! If you've never looked good before, you'll want to look good now!

1. The camera operator will cue you to begin to speak. Your cue will come 10 seconds after recording begins.
2. With your eyes on the camera lens, introduce yourself. Smile, and present yourself with composure.
3. Speak up and enunciate clearly. Be sure you are using proper English.
4. When you introduce your guest, look at the camera.
5. Look at your guest when you ask a question.
6. Listen carefully to what the guest says. You may want to change your next question based on what your guest says.
7. Continue to be direct, but polite, as you work to get that memorable sound bite response.
8. Wrap up the interview with a pleasant "thank you!"