

# Hints for Interviewers

Here are a few suggestions to help you prepare for a recorded interview:

## ***Preparing questions for a recorded interview***

- Write out the answers you want to hear (which goes into your script) and then write questions to get those answers (which you can send to your on-camera talent prior to the interview, if you choose to).
- Keep your questions short and focused. Avoid complicated, multipart questions.
- Avoid questions that can be answered with a simple "yes" or "no." Ask "how, when, and why" questions instead.
- If you chose to forward the questions to your on-camera talent prior to the interview suggest the length of each answer (e.g. 1 minute, less than 2 minutes, etc.).

## ***Conducting the recorded interview***

- Allow time for setting a comfortable mood. If you arranged the interview through a secretary, introduce yourself and the purpose of the interview. If you arranged the interview directly, remind the individual of who you are and outline what you want to accomplish during the interview.
- Choose your first question carefully. Do not start out with a tough question that demands a lot of thought.
- It's a good practice to start with a 'throw-away' question, which isn't needed in the final video, yet is still topical.
- Know your questions. Practice them. This will enable you to maintain eye contact throughout the interview. The more prepared you are, the more at ease you will feel.
- Be a good listener. The main purpose of your interview is to allow the individual to tell his or her own story. Do not interrupt unless it is absolutely necessary -- for example, because the interviewee is getting way off topic. If the interviewee is sharing an interesting story, do not rush to the next question. Be patient!
- Do not worry about short silences. The interviewee will want to make sure the story is correct. He or she may want to think through the answer before responding.
- Keep your objectives in mind. Are your questions working? Do they need to be altered? Do you need to ask for clarification? Both you and the person you are interviewing want the correct story to come out. He or she would prefer you ask for clarification, rather than interpret something they said incorrectly.
- During the interview nod with them so they're getting feedback. (Encourage with nods of the head rather than audible responses such as "yes" or "uh huh" that will be recorded.)
- If your interview is long, schedule time for a break.
- End the interview on a positive note. Ask your interviewee if there is anything he or she would like to add. Leave your contact information in case he or she thinks of anything after you leave.