

## Techniques for Capturing Stories “On the Spot”

### 1. Consider the setting

- Aim for a setting that contributes to the story
- Create visual interest
- Watch the noise and visual distractions

### 2. Prep your subject, but not too much

- Advise in advance about clothing and make-up
- Explain the goal of the video and/or video project
- Provide general topics to be covered, but not specific questions
- Make them feel comfortable at the interview

### 3. Be a good interviewer

- Use open-ended questions related to key messages
- Ask interviewees to restate the question in their answer
- Obtain concise statements by asking the interviewee to redo an answer, letting them know what part was great
- A teleprompter is an option – we’ve found it works best for 1 key quote
- Tell interviewees to think about their answer if needed (can help to avoid a long pause in an otherwise great clip)
- Ask interviewees to avoid acronyms and jargon that reduce emotional impact
- Encourage your interviewees to “describe” a scene
- Follow up when something gets interesting
- Give them a chance to add anything they’d like to say at the end

### 4. Focus on the technical, too

- External mics for quality audio
- Rule of thirds, “nose room”
- Adequate lighting