

Tips on WHO to Interview

- It is important to consider who you are interviewing for your project. Deciding on who is best to help tell your story can be difficult. It all comes down to what is best for the story.
- Who gets to say what?
- What input can experts bring?
- What profiles need to be completed for certain characters?
- An eyewitness to an event can provide an accurate retelling
- A random person with an opinion based on nothing is not a good interview.
- Who often makes for a good interview?
 - Big personality
 - Subject matter expert
 - Personal experience

TIPS AND TECHNIQUES FOR GOOD INTERVIEWS

1. How to Prepare for an Interview

- Always prepare your questions in advance. Write them down. You don't have to follow the written questions, but it's good to have them as a guide for your interview or a reminder of what you wanted to ask.
- Always ask questions that will result in answers that are complete sentences or ideas.
- For Example: Never ask questions that can be answered by saying either Yes or No.
- Ask questions that start with "Why do you like..."
- Ask questions that start with "How do you think that happened..."
- Ask questions that start with "What was the reason..."

2. How to Conduct a Good Interview

- Be a good listener. Listen closely to your interviewee's answers. Make eye contact. Try to have a conversation rather than just asking a list of questions. People respond better to someone who truly listens to them, not someone who asks one question and moves onto the next one without hearing the answer. Stay quiet because you don't want your voice or movements "stepping on" their answers.
(EXTRA TIP: Ask your interviewer to use some of your question in their answer to avoid half-sentence responses or answers that begin with because)
- Make sure that the person you are interviewing waits to start answering the questions until after you finish asking the question. There must be a space of silence between your questions and their answers.
- Make sure that you wait to ask a question until the person you are interviewing is finished talking.
- Always respond non-verbally to the person you are interviewing while they are talking. Avoid saying "Uh huh," "yeah," "OK," etc. Maintain eye contact and nod but avoid responding as you would in a regular conversation unless you want your response to be part of the documentary.