

Preparation for On-Camera Interviews

Thank you for participating! This page has general instructions for most on-camera interviews. Questions? Please contact me.

QUESTIONS?

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Prior to the Shoot ("Homework")

- We'll tell you what you'll be asked about, most likely in general terms. In some cases, you may get a list of the exact questions that will be asked.
- Think about your responses and the important points you'd like to convey. It's fine to organize your thoughts into notes / bullet points, but remember, you will not be able to use these during the shoot. (You may be able to refer to your notes between questions.)
- Please DO NOT script word-for-word responses for yourself unless instructed otherwise. It is usually better to know generally what you want to say but not an exact script.
- Please DO NOT over-rehearse. You'll come off better, more relaxed and natural by being present in the moment and speaking off the cuff.
- Decide on your wardrobe and a backup option or two. (See Wardrobe Notes)

What to Do on Camera

- We will lead you through a series of questions and record your answers. Remember, we will edit everything, so it's ok to request a second take of a question or to ask a clarifying question.
- You may decline to answer any question.
- Please answer in the form of a complete sentence. That way, when we edit out the interviewer's questions, your response will stand alone.
 - For example, if the question is "What is your favorite color?", don't answer simply "Blue." Respond in a complete sentence, such as "My favorite color is blue." Or even "One color that I've always loved is blue."
- Look at the interviewer and never at the camera, unless instructed otherwise.
- If you usually talk with your hands, feel free!
- Emotion is good if it comes up naturally – it helps the viewer feel what you feel.
- In general, be brief. Shorter is usually better than longer in responses. The interviewer will ask follow-up questions as needed.
- When you finish your thought, stop speaking. An unseen interviewer won't make a lot of sound (so as not to intrude on your responses), so don't be alarmed by silence.
- Remember, there are no right and wrong answers ... we're looking to hear your perspective and experiences, so relax, take a deep breath, and be confident. You'll do great!