

Interviewing Tips:

1. **Talk to your subject for about five minutes before hand.** This can help calm their nerves. Even if you are best friends with this person, the fact that thousands of people could see this interview might cause them to feel nervous and stutter.
2. **Ask follow-up questions.** This requires actively listening to what your subject says. You can have prepared questions, but listening and asking a follow-up question (a) can get more information that you might have missed and (b) lets them know they are being heard and you are genuinely interested.
3. **Never ask the same question** or have them repeat the entire interview, (a) because that's redundant—they will probably just say the same thing again, which wastes time—and (b) it might make them feel like they did something wrong.
4. **INSTEAD, ask them to condense answers.** That's totally fine if they rambled on too long or have a confusing set of events. Let them finish, and then say something like: "That point you made was really interesting. I don't want to miss the big picture, though—could you talk about that part again, but try to condense it down to 30 seconds?"
5. **Nod your head but don't speak when listening.** Naturally you go "uh huh," "yeah," or "hmm" when listening—it lets people know you are listening. However, no one wants to hear that when listening to an interview. Instead, just nod your head.
6. **Give a five-second pause when they are done speaking.** That encourages them to continue and to reflect on what they said, potentially adding more to the story.

Filming Tips:

1. Have the camera be around eye level or slightly above, **not below**.
2. Don't chop off your head—give yourself a little bit of head room at the top.
3. Follow the rule of thirds. Don't go center—put yourself on a third. It doesn't have to be exact, just roughly on a third.
Example: <https://www.clickinmoms.com/blog/what-is-the-rule-of-thirds-in-photography/>
4. **Don't** get your entire body square with the camera. Angle your feet 45 degrees away from the camera, and then you can face it directly. That little twist is much more flattering.
5. Don't film yourself against a wall. Give your background some depth! Pretend that wall has COVID-19 and you are social-distancing from it.
6. As a rule, film horizontally and give yourself some space in the frame.
7. Your light source should be in front of you (if possible, slightly off to the side), **not** behind you. Window light is best.
8. Change your camera's video settings to 1080p HD at 30 fps.