

# STUDIO & SHADOW INTERVIEWS

Planning and Execution

# Pre-Interview

- Email bit of background (include main questions which are specifically relevant)
- “Producer” as primary communicator and organizer
- Phone/zoom briefly
- One contact person
- Plan B + Plan C in case of fall-out
- **Arrive early!**
- On-Location Scouting—Cool Visuals and Audio
- Lighting-Audio Checks

# The STUDIO Interview

- **Conversational Approach** — An open exchange
- **OPEN-ENDED Questions** — NO ONE WORD RESPONSES
  - Far Ranging, Directed, Grouped/Themed questions
  - Get people to TELL STORIES
- **SETTING MATTERS!!!**
  - More than quote gathering or sound bite hunting.
  - More than using people for your own benefit
- **Time commitment** (Always plan on it taking longer)

# Preparation#1

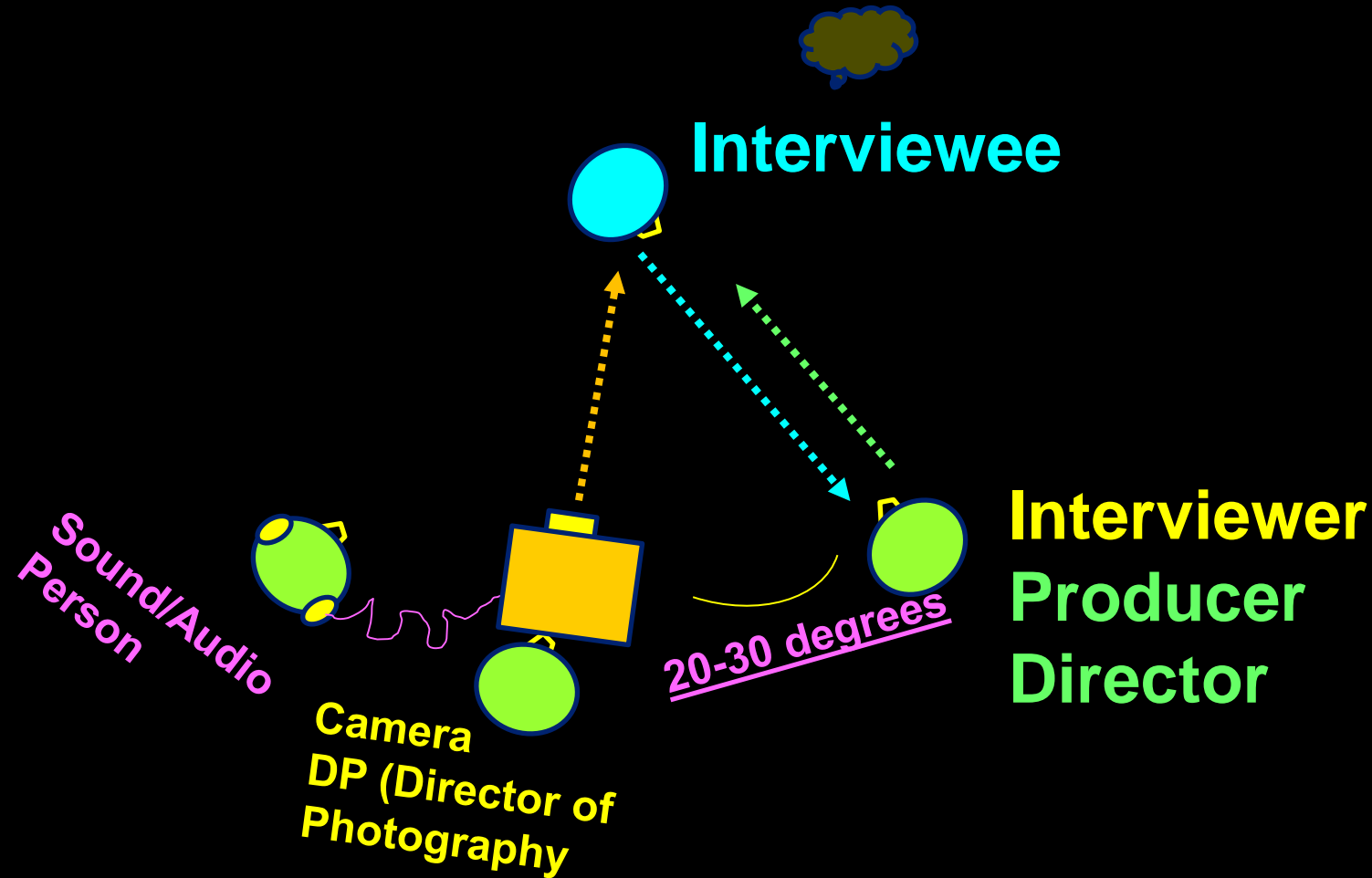
- **RESEARCH!** You should do background research on **ALL** of the following:
  1. **THE TOPIC** and ISSUES, events, stereotypes, related news items.
  2. **THE WHOLE PERSON.**
  3. **OTHER PEOPLE** Who Might Contribute (relations, friends, mentors, oppositions).
  4. **SHADOW/Follow INTERVIEWING! Plan for it. ARCHIVE IMAGERY!**
  5. **NEARLY ALL** of your questions **memorized.**  
**THINK on your feet!**
  6. **FOLLOW-UP QUESTIONS! PROJECT** what their answers might be → in order to create **Round#2 and Round#3** Questions.

# “Coaching” or “Guiding” The Interviewee

- Nerves! Put interviewee at ease
- Chit-chat
- Positive Energy → Genuine Interest
- Refresh: Background and types of findings so far
- Multiple takes are possible
- When you'll interrupt.
- What you also hope to get visually/on-camera
- Do you want them to **repeat** any part of the question (if so how)

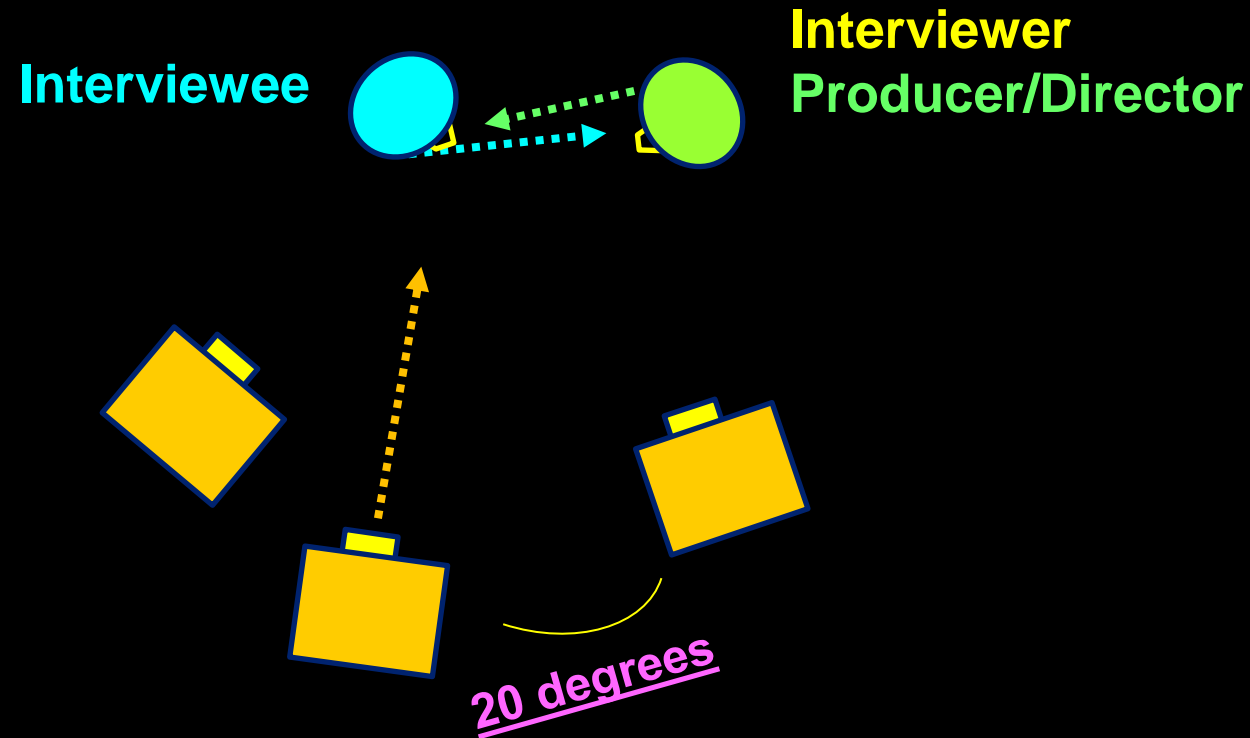
# BLOCKING 101: ONE CAMERA

The 3pt INTERVIEW Set up  
(overhead view)



# BLOCKING 201: TWO/THREE CAMERA

The 3pt INTERVIEW Set up  
(overhead view)



# MAKE IT Personal!

- **FOCUS ON** small **and BIG CHANGES.** What have been the **CHANGES** that they've seen and experienced?
- **OPERATIONS/Process.** How does it ALL work typically? What are the details in the operation behind the scenes?
- **MISPERCEPTIONS?** What do they think most people don't know or completely understand about their work, topic, research, etc?
- What **others** you've talked with have said
- **TECHNOLOGY.** What roles does technology play? New Technologies? IMPACT?
- **LOCATION.** Different Regions of the country? International/Global differences?
- **FRIENDS-RELATIONS?** What do their friends or relations think about their passion/escape?
- **FUTURE?** What are their perceptions about what will likely happen in the future (issues)?



# The Approach

- **Genuine Interest** and energy/focus
- **The Messages YOU are giving off!**  
You must be extremely aware of your demeanor (dress, gender, age, education, economic, race, religion, etc.)
- **Nonverbals**—Eye Contact, Expression, Body Language
- **Verbals**--Tone of voice, approach of a question
- Other Directedness — **Emotional Reads** of their body language
- **Their POV!** Do they have any particular question that they think is important to be addressed?



# Immediate Post Interview

- **Others? In house? Suggestions of other perspectives?**
- **Shadow segments**
- **Walk through the “operation”**
- **Typical user’s experience in sequence**
- **Back stage work (Behind the scenes)**
- **Staged (Re-enactments)**
- **THANK YOU!!!**

# Post interview Follow-ups (24-72hrs)

- **Quick Thank you!!!**
- Check back in (up-date them on progress).
- Not all interviews need a follow-up.
- Additional Things to say? Based on additional findings.
- Spoken with other people (Reactions).
- Other sources?
- Provide a copy of the final project.  
**Then Do it!**

