



Interviewing for Video and Audio

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Why interview?

- **Source material for all your communications**
- **Research**
- **You can involve a variety of stakeholders**
- **You can record and then tell stories about the difference you make**
- **Service user stories are heartfelt and real**
- **You can give the unheard a voice**
- **It's great to hear good things about your work**

Preparing for an interview

- **Editorial decisions: what is the interview for, and what is it about?**
- **Style decisions: how do you want the interview to feel?**
- **Practical decisions: how, when and where will you record?**



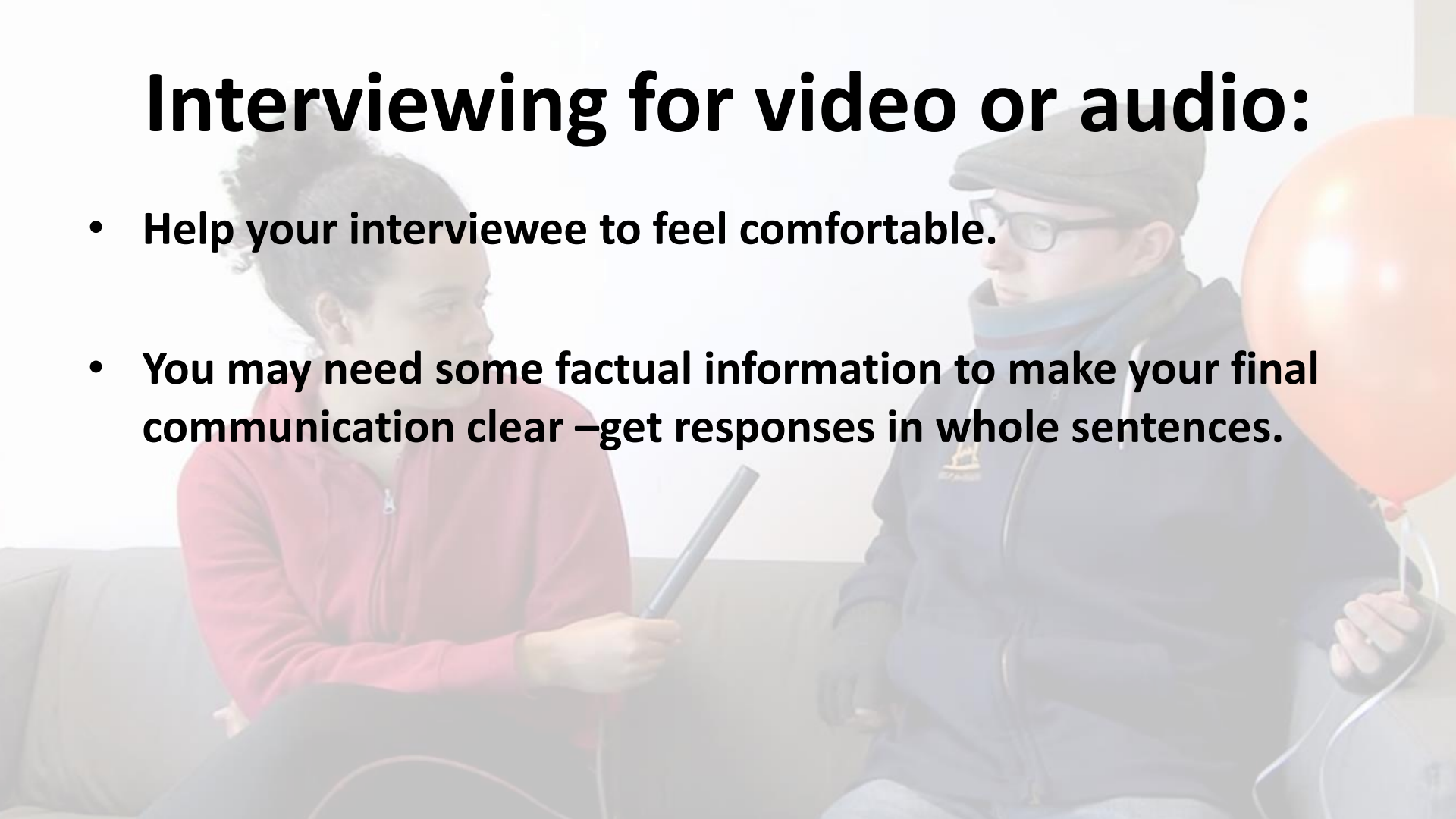
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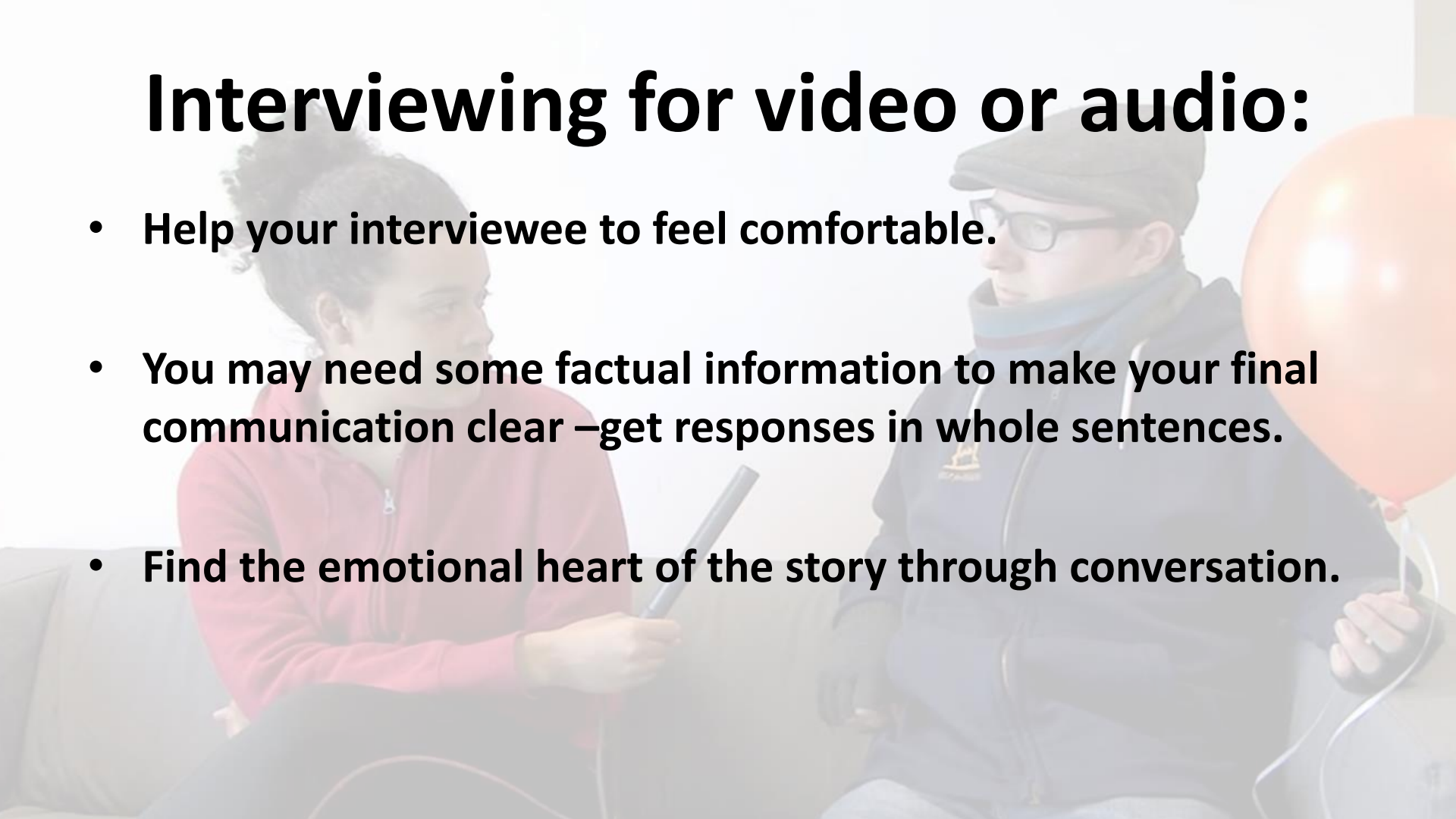
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- **Find the emotional heart of the story through conversation.**
- **Think about editing - listen for story signposts and re-ask if necessary. Don't speak over your interviewee**

Tips on recording:

- Check your equipment beforehand, and practice with it
- Think about the recording environment
- Have the microphone close to your interviewee
- Use headphones to monitor the sound