



VIDEO STANDARDS, REQUIREMENTS AND GUIDELINES

SELF-MADE VIDEOS ON EPCC-TV AND EPCC'S SOCIAL MEDIA

Interview Guidelines and Best Practices

- Retain signed [talent release forms](#) and provide a copy to EPCC-TV for everyone who appears in the video, even current faculty and staff. It's best to get these the day of shooting.
- Before the day of the shoot, give your interviewee the questions in advance so they have time to prepare their answers. Encourage them to think about short answers or "sound bites."
- Give your interviewee some suggestions on how to dress for the interview, i.e. wear a shirt with the College logo.
- Do a run-through before you hit record so the interviewee can feel comfortable in front of a camera before the real take.
- Consider shooting the interview segment more than once (at least two or three times) and select the best take.
- Use a tripod.
- Have the interviewee look at the person asking the questions, even if the interviewer is off camera.
- Avoid having your interviewee look directly at the lens unless they are directly addressing viewers.
- When interviewing a subject, stand beside the camera and ask questions at eye level (the interviewee should not be looking distractingly up, down, or to the side.)
- Make sure the person is staying still – avoid swivel chairs or having them stand.
- Edit out any filler words – ums, wells, etc.
- Make sure there is no background noise.
- Avoid the subject's eyes from visibly moving from left to right while reading. Keep practicing and allow the subject more time to get comfortable with the material before you call the final take.