



## Classic TV soundbite interview

### Essentials:

- ❖ **Head and shoulders**
- ❖ **Eye level**
- ❖ **Make them feel at ease - look at them to get the best response**
- ❖ **Don't ask them to look into the camera, they need to look at you**

1. This format works on its own, or within a news package. Get it right and it has a multitude of uses. It is the MOST important format to crack and is the staple of all videos.
2. If you are just asking one question use a selfie stick. For anything longer, use a tripod. (You may find a tripod is needed until you get more experienced at framing)
3. In television we would use this style very frequently to create a vox pop – this is a collection of opinions on a particular subject.
4. If you are putting together a vox pop you need approx. 4 – 6 contributors, around 5 – 12 seconds long. Don't forget to edit them facing different directions, i.e. looking into the right of screen, then the next looking into the left. You can always use the mirroring function on KineMaster if you need to flip them!
5. This format also works perfectly for a video testimonial.
6. Please see the interview tips sheet for a comprehensive information on how to get the best out of an interviewee.
7. If you feel comfortable including your questions in the interview, then you need a handheld microphone.
8. If you do want to include your questions use a handheld microphone, if you do NOT want your questions in, then use a lapel microphone.

