



# Video Interviews

A video interview is a video created from footage of one or more live interviews. Usually, the video will only contain parts of the interview.

## What do you create?

A video interview about climate change featuring community members, experts, school officials, students, and/or others. Do the people you're interviewing feel an obligation to combat climate change? Do they think their country has an obligation to combat climate change? Show us their reactions!

## How many points can you earn?

100 per interview (limit 15 interviews per school)

## How do you earn points?

Submit your video interview to YouTube as a Video Response to the [Global Debates](#) video. Here's how:

1. Join the [Global Debates YouTube Group](#)
2. You will automatically be added to the group and can post your video there
3. Then, [submit](#) to The People Speak the URL of your video!

If your school does not allow you access to YouTube, you can submit Google Videos or URLs from your individual websites.

If you are unable to upload a video to any site at all, please [email it to us](#) as an attachment.

## What You will Need:

- A list of questions
- A digital video camera and someone to run it
- A computer to upload your video
- (Optional) Video editing software. There are a variety of video editing software packages available, even for free! Look for Jumpcut, Windows Movie Maker and Avid Free DV.

## Step 1: Prepare for an Interview

- **Do research.** If the person you will interview has been interviewed in the past, read those interviews carefully. Be familiar with the person's public information so you do not waste their time and your footage.
- **Prepare your questions.** Put your questions in a logical order, beginning with simple questions to break the ice. Write open-ended questions that cannot be answered with "yes" or "no." For example, rather than asking "Do you care about climate change?" you might ask "What is your community's obligation to combat climate change?" If your subject makes general answers—such as, "To conserve and recycle"—be ready to ask follow-up questions such as, "In what ways?" Help the interviewee talk about specifics by asking, "Can you give me an example?" or "Can you share an experience you had with that?"
- **Check your equipment.** Check light bulbs, batteries, extension cords, video tapes and power sources. Be sure everything works before the interview begins.

## Step 2: Conduct Your Interview

- **Make your subject feel comfortable.** Be polite and respectful. Treat the interview like a friendly conversation.
- **Listen to your subject.** Ask questions if you do not understand or if you would like to know more.



- **Stay on topic.** Although you are there to record this interview, your primary job is to generate an informative conversation.
- **Improvise appropriately.** If your subject's answers make you think of a new question, find an appropriate time to ask that question.
- **Let your subject talk.** Avoid being so anxious to ask your next question that you do not hear the current answer! Wait until you are sure he or she is finished speaking before you ask another question. Keep your questions short.
- **Make eye contact.** Practice. Use a list of questions to interview a friend, but maintain eye contact and conduct a "real" conversation with them. A comfortable environment will result in a better interview.
- **Select video clips carefully.** Although you know what question the interviewee is answering, the viewer may not be able to tell. People rarely speak in complete sentences. Choose video clips carefully so the viewer can understand the issues.
- **Be concise.** Beginning video makers often use 20 minutes to say what is better said in 6 minutes. Keep your viewer engaged by restricting your video to the critical issues. Remove unnecessary footage.
- **Make sure your interview questions are clear to the viewer.** In your final product, you may decide to include video/audio of yourself asking questions. On the other hand, you may decide to include only the interviewee on the video. If you decide not to include your questions on the video, make sure the viewer can follow the topics. You may choose to provide a question as text on the screen, followed by the interviewee's answer.
- **Provide credits.** At the end of your video, give credit to anyone who helped with the video or appeared on the video. Include any agencies or organizations that supplied information or funds. Provide online resources or addresses where viewers might go to obtain more information.

### Tips for Conducting Interviews with Several People

- Keep your questions consistent between interviews. As you edit your video, answers given by interviewees will relate to one another if you have asked the same questions in the same way.
- Interview a variety of people. To demonstrate contrasting opinions, talk to different types of people.

### Step 4: Edit Your Interview

- **Title your interview.** Enter text or place a title card at the beginning of your video that explains the video in simple terms ("Climate Change in Eugene, Oregon: An Interview with Mayor Floyd Alexander")
- **Edit for an ethical representation.** You must represent your subject accurately. You may not cut up his or her responses in a way that changes their meaning. You may not place his or her responses in a context that changes the meaning of the response.