

ONLINE
Video Journalism
Workshop

with Emmy Award Winner
University Professor
Bill Gentile



Bill Gentile's Rules On The Interview

- Two types: INFORMAL, or on-the-run.
FORMAL, or sit-down.
- In either case, know what you want from the subject BEFORE you engage.

INFORMAL INTERVIEW:

- Get subject to introduce him/herself.
- Engage your subjects. Elicit comments from them. Ask them the three magic questions:
- "What did you just do?" "What are you doing now?" "What are you going to do?"
- Make subjects speak in whole sentences. "Right now I'm working on ..."
- Get your subjects to talk about each other. This develops and enhances character.
- Work with your partner to ensure eye contact with the audience.

FORMAL INTERVIEW:

- Where's the light?
- Make your subject look into the light, and into compositional space.
- Make eye contact.
- Get subject to introduce him/herself.
- One-on-One interviews.
- Two-on-One interviews. (you and a correspondent or producer).
- Get subject to speak in whole sentences. The audience (normally) will hear only the answers, not the questions.
- Composition and focus.
- Careful with background. (depth of field).
- Get clean sound.
- Save the hard questions for **LAST**.
- Get written releases **FIRST**.
- On-camera releases if you can't get written releases.
- Your last questions:
- "Is there anything I missed that I should be asking you?"
- "What are your greatest hopes and concerns in relation to the subject matter?"
- **NEVER, NEVER SHOW YOUR SUBJECT THE UNFINISHED WORK.**