POST | PRODUCTION CONFERENCE

Crafting a Story:
Interview-Driven Productions
with Amy DeLouise

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Today's Agenda

Interview as Story
Interview Prep
Top Tips
Challenging Interviews
Prepping for Post

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Interview as Story

Questions

1. How will people **connect** with this story?
   What audio and visual information will they need?

2. Who is the **primary** audience?
   What information do they already have or need to engage with this story?
   What do I need to draw out in the interview?

3. What's my **Point of View**?
   Does the interviewee stand in for the audience? Another perspective?
   What background do I need to conduct this interview?

Interview Essentials

01

Good audio no matter what platform.

02

Location informs the story.

03

Story Arc
Shot list including stills/stock
Pre-interview/themes

Preparation is Key

- Prepare Yourself
- Prepare Your Interviewee
- Fix it in Production

Prepare Yourself to Interview

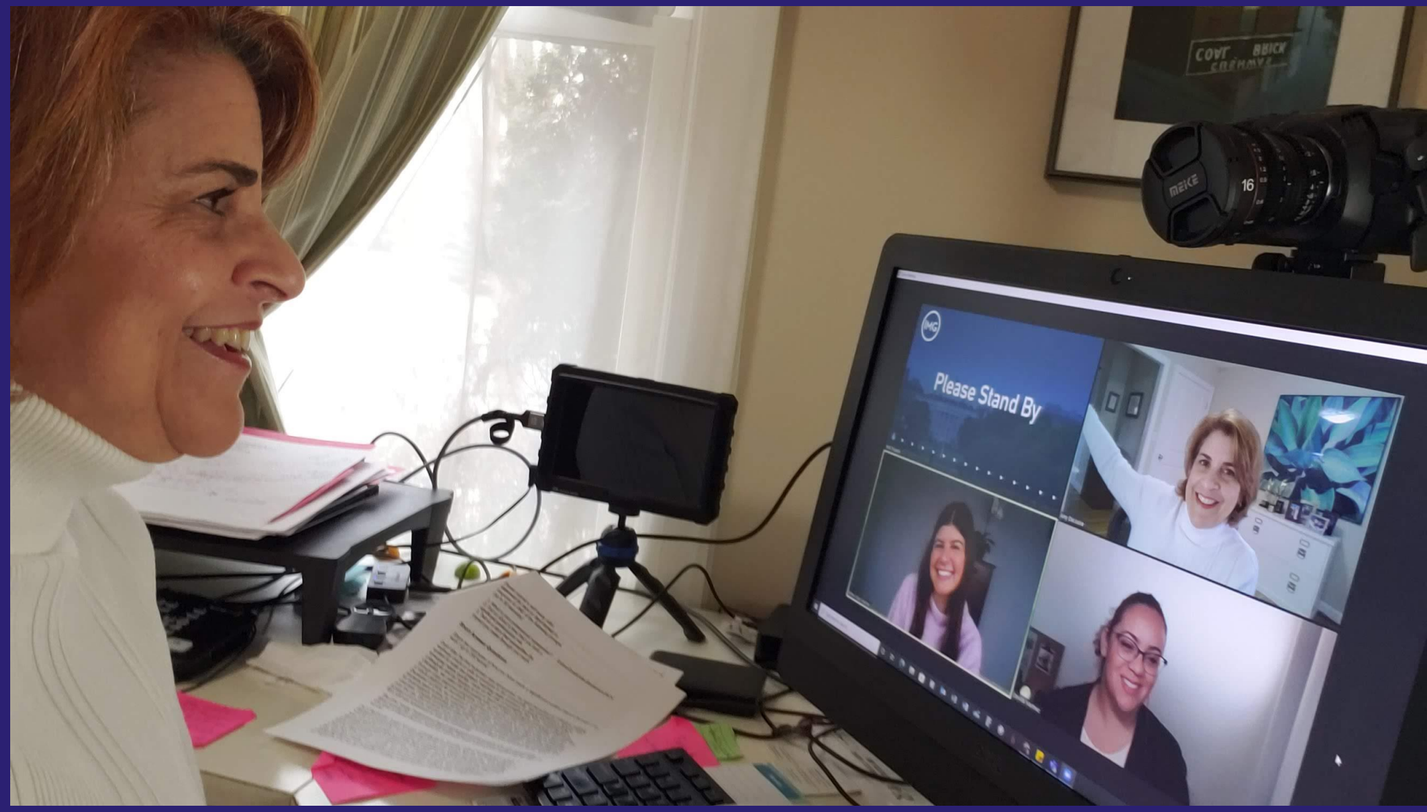
AMY D
AMY D
AMY D
Amy D
AMY J
AMY J
Felipe
Felipe

Preparing Yourself to Interview

- Research Your Subject
  - Prior interviews
  - Stories
  - Minefields
- Refine a Story Arc
  - Back story
  - Turning point
  - Outcome
- Interview Questions to Draw Out Story
  - Themes
  - Long and short versions, dates in/out
  - The One Thing

Pre-Interview

- Get to Know Your Interviewee
- Personal connection before on-set
- Tell them why you want their story
- Identify crucial story elements
  - Key anecdotes
  - Sounds
  - Locations
  - Existing assets
- Who else could help tell this story?
- Gatekeepers?



From Pre-Interview

Asset List

- Visuals
- B-roll
- Archival or stock needed
- Audio ideas
  - Sync or foley sound
  - Music
- Locations
  - Places to scout if you can

Story Arc

- Opening Hook ideas
- Back Story/Exposition
- Turning Point/Challenge
- Resolution

Other Ways to Get to Know Your Interviewee

- Talk to “validators”: colleagues, spouse, friends
- Read articles, blogs, book summaries
- Watch other recordings, interviews, YouTube videos
- Social media channels

Shooting Script

1.	XXXX footage and interview	We hear the sounds of the cattle and ranchers, and the voice of XXXX over footage of him working, before we see his interview shot: "I'm a third generation Acoma farmer and rancher."
2.	Ranch hands and XXXX with the cattle, signage, etc.	XXXX talks about how he has 17,000 acres, and took over the ranch in 2008
3.		Sound up of XXXX showing us one of the fields on the ranch
4.	XXXX shows us around the ranch and their water resource projects, such as the 5 livestock troughs and 2 livestock water storages, 2 Solar Pumps, and 4 livestock pipelines	XXXX interview – he continues, speaking about how adapting ranching techniques from generations before has helped him to make a profit with the cattle business, and what it means to be a "hybrid" rancher facing the water management and sustainability challenges of the present moment in ranching
5.	photos of him presenting at the USDA Council for Native American Farming, shots of his Outstanding Ranchers of the Year Award	XXXX speaks about how he doesn't just ranch for his own living, but also works to help other native American ranchers and farmers through work with the US Department of Agriculture
6.	XXXX in the fire house (if at all possible, we will try to get footage while there for our shoot, or get him to take some photos/footage with his phone, worst case)	XXXX talks about being involved in his community as a volunteer firefighter, what it involves, and why he loves that job, too.
7.	Final shots of XXXX on the ranch	XXXX closing soundbite about how he has learned from ranchers in Mexico, and thinks it is important to exchange information and best practices across nations and countries

- Scenes
- Transitions
- Audio story
- Music cue ideas
- Themes

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Prepare Your Interviewee

What to Expect

1. Content
2. Appearance
3. The on-camera Experience
4. COVID protocols

Content

- You’re the expert
- Want you to look and sound your best
- Don’t over-prepare
  - Themes and reminders about anecdotes
  - Avoid sending specific questions

Appearance

- Send in writing
  - repeat 24 hours before shoot!
- Personal grooming
  - Men may need to shave closer to go time
  - Women do own makeup/hair and just touch up or do all?
- Ask for multiple options
  - Includes extra ties, tops, scarves, jackets

Prepare Your Team

Production

- Hide Gear
- Hide Crew
- Have a Conversation
- If you’re relaxed, they will relax
- Don’t look at your notes if possible
  - Discreet floor monitor
- Keep clients out of interviewee eye line
  - Client monitor

Tips for Great Interviews

Talking While Doing

1. Deliver information
2. Support/reveal human characters
3. Evoke place
4. Elicit emotions

Setting Matters

1. Setting is a character
2. The sound of settings plays a role
3. Support/reveal human characters
4. Detracts or adds to interview

Challenging Interview Situations

Experts/Limited Time

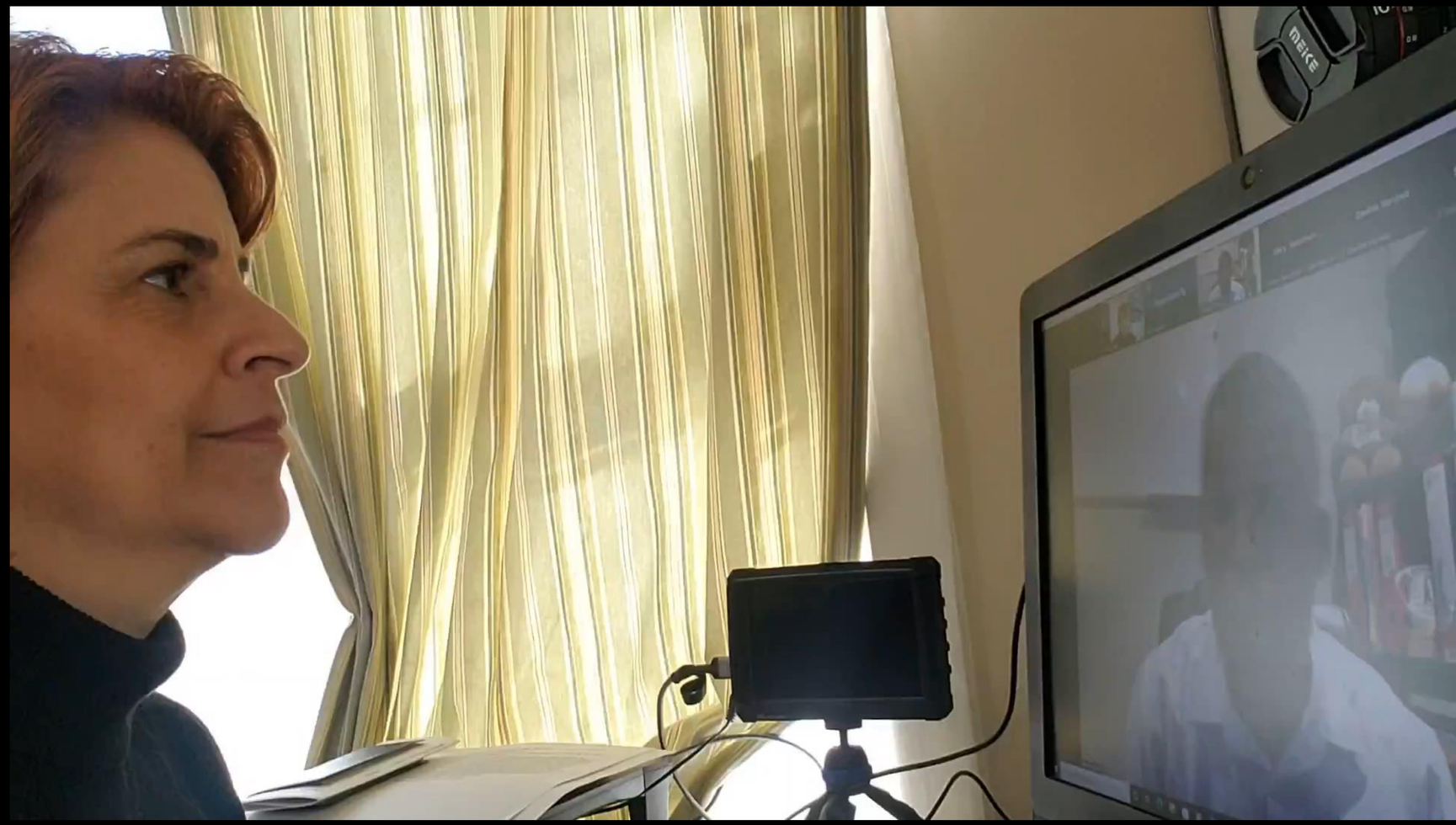
- Build rapport during release-signing or walk to “set”
- No more than 4 questions
- 2-cam setup
- If they give a thesis ask
  - “For laypeople…”
- Keep handlers out if you can
- Big picture wrap-up
  - “What’s the one thing?”

Remote (Ugh)

- Walk through set up on a different day or time than interview
- On site PA to help with set up if shipping a kit

Remote (Ugh)

- Your face has to be EXTRA responsive to provide positive feedback

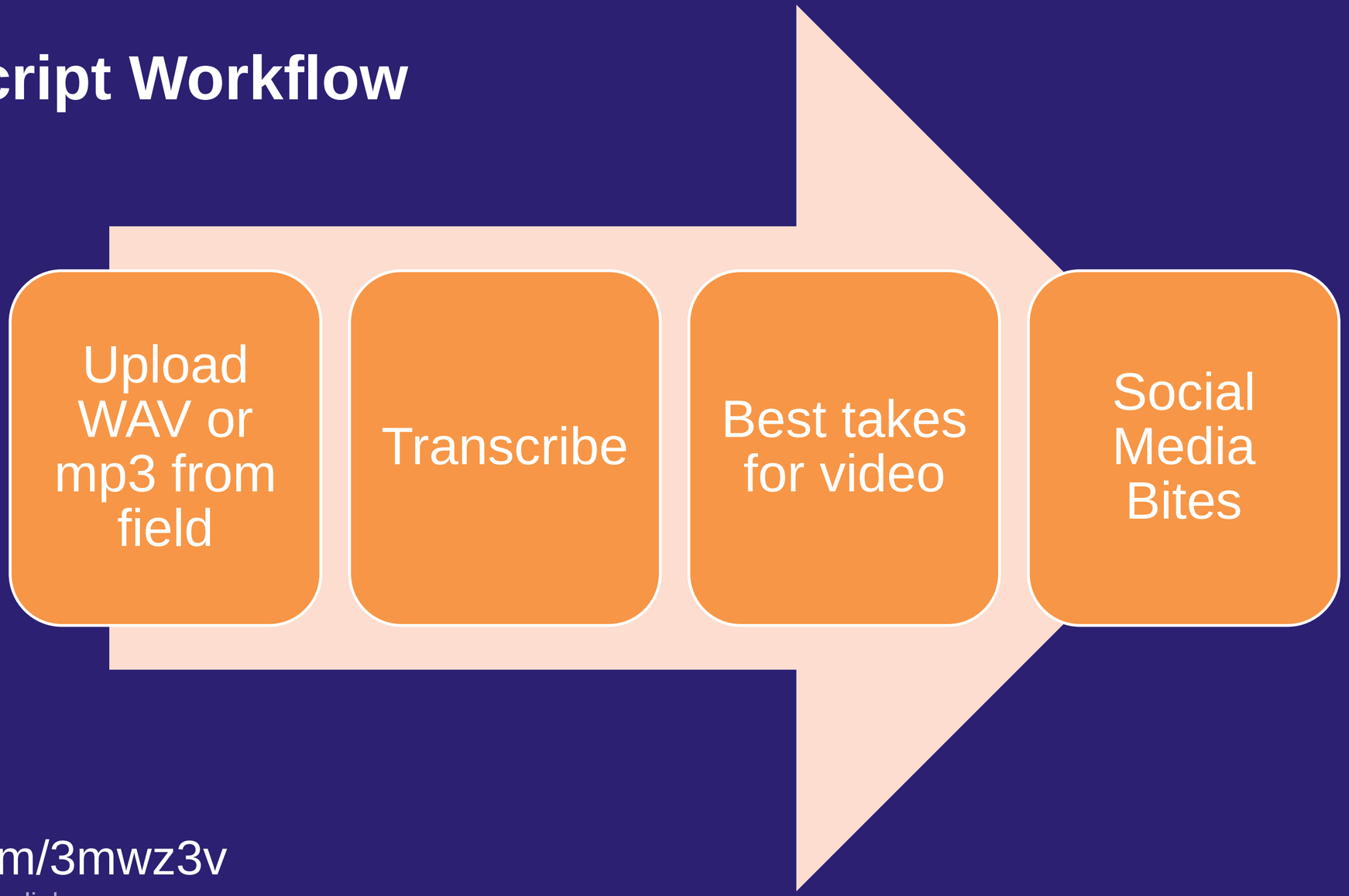


Couples/Pairs

- Get to know their style together
- Signal who goes first on an answer
- Position one camera for a 2-shot and second camera for “chase” shots
- If only 1 cam, cue who should answer first

Prep for Post

Transcript Workflow



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Pause | Back 5s | 1x Speed | Volume

Tab

Write your notes here

decision from a career standpoint. I didn't wanna have, you know, the same company on my resume, um, you know, for my entire career. So taking that little break and, and kind of getting off the Ferris wheel me to kind of reinvent myself and I came back in and, um, it's

Speaker 1 ▸ 01:26

It's is amazing. Dell is lucky to have you <laugh> have you back. Uh, So what do you think is the biggest advice you would give someone that is trying to get into tech?

Speaker 2 ▸ 01:38

I think the biggest, the best advice is to kind of start debating your passions young and, and, you know, any sort of like interest that you have explore it. You know, when you're young, you've got the freedom to kind of try things out. If it doesn't work, you, you can always reinvent yourself, but, um, you know, get into programs. You I'm just trying to think of what else, you know, it it's, you know, me, it was all about knowing kind of where I wanted to end up. And so I think the best advice is to make a plan and then work your plan.

Speaker 1 ▸ 02:11

That's great advice. Thank you. What, uh, do you think is the biggest thing we can do to support more women in tech?

Speaker 2 ▸ 02:18

The biggest thing that we can do is to go where the women are, are kind of being nurture and guided to be like in tech. So, you know, programs where you've got young women entrepreneurs or young filmmakers and, and sponsor those programs as, as tech companies, that's what we should do. And so we can encourage these women to kind of grow up and, and enter these roles, um, that are usually male dominated so that we see more women at places like this.

Speaker 1 ▸ 02:43

That's thank you so much, Cindy. Thank you. Thank you. Okay.

Editing Script

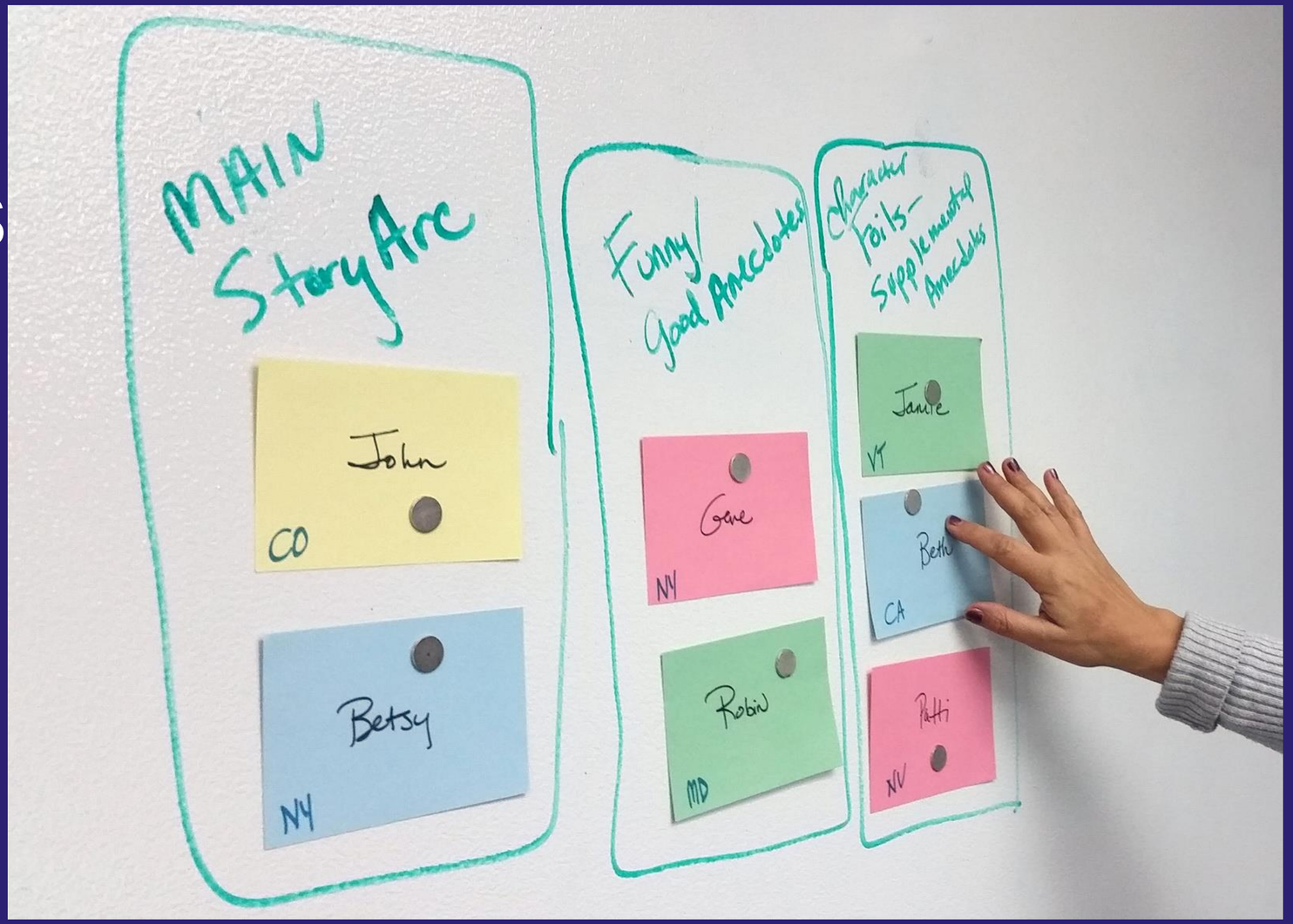
- Bite Selects
  - Options if they don’t work
- B-roll callouts
- Audio story elements
  - Wild sound
  - Stock sounds
  - Music styles
- Other assets
  - Photos
  - UGC
  - Stock images

Wrapping Up

- Develop Story Arc
- Consider Setting, Sound
- Prepare Yourself & Your Subject
- Anticipate Challenges
- Storytelling is the Goal!

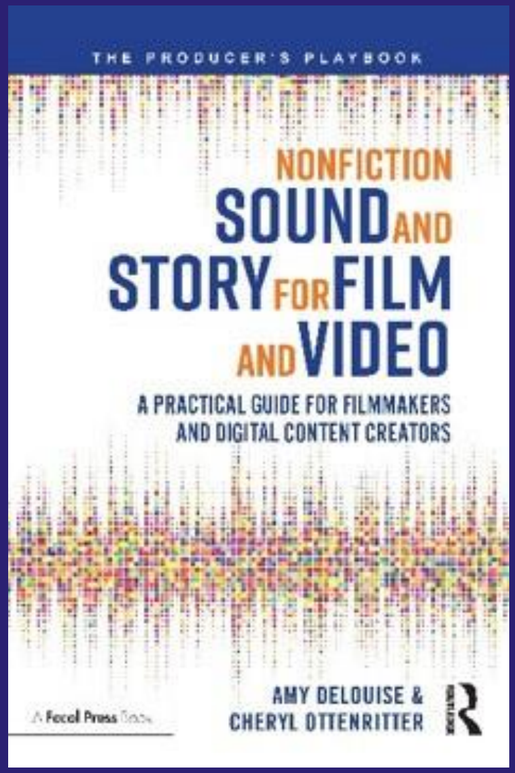
LinkedIn Learning Courses You Might Like

bit.ly/ArtofInterview
bit.ly/HowtoScript



Books!

THE PRODUCER'S PLAYBOOK
REAL PEOPLE ON CAMERA
AMY DELOUISE
A Focal Press Book


THE PRODUCER'S PLAYBOOK
NONFICTION SOUND AND STORY FOR FILM AND VIDEO
A PRACTICAL GUIDE FOR FILMMAKERS AND DIGITAL CONTENT CREATORS
AMY DELOUISE & CHERYL OTTENRITTER
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