

Interview guidance and DIY Video Best Practices

World Food Safety Day 2020

Recording a Great Short Interview

Your video should not be longer than 2 minutes – shorter is better.

For a great story to be told, we encourage you to include two or more of the questions, below, in your video. It also works really well to incorporate the question into your response. For example:

Q: *What color is the sky?* **A:** *The color of the sky is blue.*

Questions:

1. What is your name, where do you work and what is your job?
 - a. *Example: My name is Jane Doe and I work at Safeway in Smallville, Maryland. My job is. . . OR My job involves*
2. What do you love about this job?
 - a. *Ex: I love... OR My favorite thing at work is... OR At my job, I really enjoy... etc*
3. Why is food safety important on a daily basis?
 - a. *Ex: Food safety is important because... OR Every day, safe food means.... Etc.*
4. Why does safe food matter to a community (or a family)?
 - a. *Ex: Safe food matters to our communities because... OR We need safe food because... etc.*
5. What do you want people to know about food safety?
 - a. *Ex: People should know... OR I want people to understand... etc.*

DIY Video Best Practices / Tip Sheet

- **Protip:** Enlist a quarantine buddy to help focus/frame when using phone.
- **Protip:** Unless absolutely necessary, try not to shoot “selfie” videos (with screen facing you). DYK - The screen-side lens isn’t as good as the one on the back of your phone.
- **Protip:** Check in your phone settings > Camera and if you can adjust your video record settings (some newer phones offer this option) please set it to the highest quality recording setting available: 4K or 1080 HD, 30 fps. If your phone doesn’t have these extra settings, no worries, use what you have.
- **Please:** **FILM HORIZONTALLY, NOT VERTICALLY – like a movie.**

If you are in doubt of what camera settings to use please contact Shaun Rosa at srosa@thehatchergroup.com for quality guidance.

And more winning tips!

- 1. Choose your location wisely: Lots of light + minimal background noise**
 - Consider your lighting, the more the better!: **Never record with a window behind you unless you have a stronger light source on your face**
- 2. Make your space a quiet place while you record:** Hand your kids an iPad and make them use headphones. Turn off anything in the room that is making audible noise. Hold your device steady!
- 3. Consider your background** - avoid sitting in a plain white room, if you can. Feel free to let some personality shine through via your surroundings. **Try to distance yourself from your background**, so you won't cast any shadows.

And even more winning tips...

- **Test recordings:** If you want feedback on a test recording, please send to Shaun!
- **Multiple takes:** Try out different inflections & pacing with your voice.
- **Film with your camera side of your phone, not your selfie/screen side:**
- **Look directly into the camera** (not screen, look for the little lens), **with your body centered in frame.**
- **Get close.** You shouldn't be tiny in the middle of the frame, **try to take up the middle third of the frame with your face/shoulders:**
- **Ask questions:** Feel free to send photos of your potential setup or lighting questions to Shaun via email at srosa@thehatchergroup.com. I'd love to help talk through your potential setup.
- Be natural conversational, like you are talking casually to a friend.
- **Always film horizontally, like a movie.** 😊

