

VIDEO **STORY**TELLING

Interviewing Styles

There are several ways to conduct an interview. Make sure you choose a style that compliments the story you are telling. Below are listed some standard interviewing styles and tips to conduct them.

Formal

Imagine yourself as a famous newscaster interviewing a past president or famous movie star. This type of interview will often be photographed in a way in which the camera is set in a stationary position, the lighting is strong and even, and the background relates to the story being told.

News Report

This style puts the interviewer in front of the camera. This format is less formal and is typically used to record live events.

Walking

The walking interview places the camera in the work or life of the interviewee. This method is exciting, though it is sometimes challenging for the camera person. The camera operator must work very hard to hold the camera steady and keep the setting well-composed. Focus can also be difficult to maintain. It sometimes helps to walk through this type of interview before starting so there are no surprises and nothing to trip over.

On the Fly

This style of interview is impromptu and often requires a lot of improvisation on the part of the camera person and interviewer. If the interviewer is comfortable with the subject matter and always watching, this style can work, but it is a challenge to do well, considering you must take the environment, interviewees, etc., as they are at the moment. You may end up discarding many of these types of interviews when editing, so be prepared to conduct many interviews in this style.

Confessional

This style has become very popular with the onset of reality TV. In this type of interview, the subject has the opportunity to speak freely about a topic. The interviewer or director may set up this shot so that the interviewee is able to speak without anyone else present (thus the term “confessional”) or with assistance from a camera person. These types of interviews are designed to provoke the expression of intimate details and create a sense of secrecy with the audience.¹

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