

# GIRLS GOVERN INTERVIEW GUIDE

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This guide explains the five easy steps to creating your interview video story:

## STEP ONE

### Research Your Issue & Prepare your Questions

View the He Named Me Malala clips on our landing page and take notes about what inspires you. What comes to mind, how is what she is presenting in the film related to your own life and thoughts about leadership, education and girls rights? What issues are important to you now, and what issues do you want to learn more about?

Check out the [Statistics Sheet](#) or go to websites listed in our toolkit to compile some statistics on your issues and ideas so you have them to craft questions. Write down some questions you can pose to your candidate/politician about these issues (ie: currently, women hold only 18.5% of US Congressional seats, why do you think that is?).

View the [List of Potential Issues Sheet](#) and reference for ideas, or use your own issue. You can also reference the [U.S. Strategy to Empower Adolescent Girls](#) document, which was launched by Secretary of State John Kerry in 2015. In creating such a strategy, the U.S is the first country to pen a strategy solely focused on the protection and advancement of adolescent girls.

Some sample questions: (but we encourage you to come up with your own)

1. Introduce yourself and tell us why you entered politics, why you are running or have run for political office? Was there any one issue in particular that compelled you?
2. What is the one thing that surprised you most about serving in political office or about the day-to-day of your job?
3. What is your overall stand on girl's rights, and how do you fight for them in your role as an elected official, can you give me a concrete example?
4. As a teen-age girl, I am especially concerned about \_\_\_\_\_, and I do not see this fully addressed in the national political debate or dialogue. How can we better address it? Do you have any ideas or programs to solve it?
5. What do you think, and how do you think people directly effected about this issue think? (this is where you can use some of your research and statistics).
6. Michelle's Obama's initiative, LET GIRLS LEARN states that a girl with an education can shape her own destiny, lift up her family and transform her community. With 62 million girls around the world not in school, how does your foreign policy decisions address this?
7. Why do you think education for girls globally is so important and something we are far from solving?
8. Do you know about the US Strategy on Adolescent girls, and have you addressed any of its goals in your work? (be prepared to explain the five goals)

## STEP TWO

### Choose Your Candidate or Politician & Set Up an Interview

Research and identify a female elected official (feel free to reference our list of [Female Politicians by State Sheet](#)) you will interview. Find out about their political record, what do they care about, what committees do they sit on, voting record on your issue, etc. Then call them and choose a location, a quiet place that is comfortable for them is ideal, usually their office. Avoid loud, public places, as this will affect your image and sound.

Gather your equipment. It can be an i-phone, a tablet, or a small digital video camera. If possible, use an external microphone and headphones, and a notebook with your questions and notes. Make sure batteries are charged. Arrive at the location at least 30 minutes prior to the start of shooting to prepare.

## STEP THREE

### Prepare Your Equipment and Interview Your Candidate

Interview Video Production Tips

1. Shoot in landscape mode if you are using a smartphone or tablet. DO NOT shoot in portrait mode (vertical framing).
2. Avoid bright backgrounds such as sky or window – they will knock down the exposure level and your face will look dark.
3. Try not to set your subject right next to a wall, or close to the camera for better DEPTH OF FIELD (if you don't have an external microphone, you will need to have them closer).
4. Remember to wear your headphones and check sound!
5. Hit the record button, smile and wait for 2 or 3 seconds before you start talking. When you finish talking, smile and wait for another 2 or 3 seconds before you hit the stop – you will need those pauses for editing.
6. Ask your candidate to introduce herself and spell out her entire name - you will need this for editing.
7. Ask her if you have her permission to use this video interview in all media (this is a verbal release).
8. Record at a quiet location. Use a small room if you can find one. Avoid distracting ambient sounds such as air conditioning and refrigerator humming, people walking and talking nearby.
9. Try and maintain eye contact as much as possible to put your candidate at ease.
10. Do not use the zoom function. Stop and start in between questions and change the focal length.

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11. Framing the shot: If you have a separate photographer, refer to the sample shot below left. If you are by yourself, have the candidate talk into the camera, as in the sample shot below right.



12. Do not make any sounds while the candidate is talking and you are recording. If you feel you need to respond, you can nod and smile, but do not make any sound such as saying “uh-huh,” as it will be recorded as well.

13. Shoot b-rolls to “illustrate” some issues the candidate talks about. Refer to the descriptions of wide, medium and close-up shots in the previous production guide, and take multiple shots of each type.

The four shots described below are the basic B-roll shots you should try and get.

- Wide shot: Where is the story taking place, and what does it look like? (shoot the exterior of the home/office, the candidate walking in and out, etc.)
- Medium shot: Bring the audience closer to the main subject, be it a person or an object (alternate focal lengths with your subject).
- Close-up shot 1: Show the audience some details (diplomas or photos on wall, etc..).
- Close-up shot 2: Use a unique angle to add interest (hands, writing, talking on phone)

## Conducting the Interview Tips

1. Ask easiest questions first to warm them up, introductions, etc.
2. Be yourself, if you are relaxed, they will be, too. Use conversational tone. The key to a good interview is being interested in what the interviewee has to say and being confident that the interviewee will talk to you.
3. Pause between questions, don't interrupt, and don't be afraid of long pauses or silence! Sometimes people need time to think about what they are saying.
4. Avoid YES/NO questions. Example: Do you like ice cream? YES. Instead ask: What is your favorite flavor of ice cream and why? You can preface your questions with things like: Tell me about, help me to understand, etc..
5. Ask the candidate to repeat your question in their answer when necessary. Example: Where you born? Los Angeles. Instead: I was born in Los Angeles.
6. Ask only one question at a time. Don't complicate things.
7. It's ok to ask for clarification if you don't understand something. Ask follow-up questions. These “treading-water questions”, such as “What do you mean?” or “Why's that?” are an easy way to keep the person talking.
8. Stay flexible; your candidate may want to talk off-subject. Let her, but gently lead her back to answer the questions you want to ask.
9. LISTEN, LISTEN, LISTEN...be thinking about what they are saying and be ready to come up with follow-up questions.
10. Occasionally your best quote or fact comes after the subject thinks the interview is over. As you are putting away your notebook and are saying goodbye, the subject often relaxes and makes a crucial, but offhand remark. So stay alert until you are out the door. You can also ask them at the end, “is there anything else you would like to share with me?”

## STEP FOUR Edit Your Video

### EDITING TIPS

1. Reference our [Apps Sheet](#) if you're looking for suggestions on Editing Apps.
2. Please identify your candidate with a title screen. (this isn't necessary but is nice to have).
3. Edit out your voices asking the questions.
4. Compile 2-4 b-roll sequences. You are encouraged to use more shots in your sequence(s), and follow the general guideline of going from wide to close.
5. At the end, use a title screen to credit the producer (you), and additional crew if necessary.
6. Your video should be NO LONGER THAN FIVE MINUTES! This is very important.

## STEP FIVE Share Your Video

UPLOAD YOUR VIDEO TO YOUTUBE and share the URL with us: [office@globalgirlmedia.org](mailto:office@globalgirlmedia.org)  
Share on all your social media and Hashtag #GIRLSGOVERN and @globalgirlmedia  
Facebook: [GlobalGirl Media and Network](#) Twitter: [@globalgirlmedia](#) Instagram: [global\\_girl\\_media](#)

