



Most of what follows should be done before the recording begins. Some of it will not apply in live Zoom interviews.

Camera: Guide their camera placement. If the camera sits too low and looks up their nostrils or shows a lot of their ceiling ask if they can raise it up to eye level. Encourage brief answers. Your goal is likely not a full conversation but key takeaway quotes. Think of usable short soundbytes. You might repeat a question and ask for a shorter answer.

Coaching: Coach your interviewee that you'd like them to restate the question as a topic sentence in their answer. This allows you to edit out the interviewer side of the conversation and makes their responses more stand-alone.

Questions: Have your questions ready in advance and send them to the interviewee. Avoid commenting with even small audible interruptions or interjections like “yeah” or “hmm”. If you are not getting the answers you need in the way you need them get more specific. “Can you give me a one sentence definition of blah blah?” If you hear distortion, delay and data break up due to internet connection problems, ask for a repeat answer.

Noise: Mute your phone and computer alerts. And mute yourself when not asking your questions.

Settings: Set the Zoom recording to **spotlight view** on the interviewee only, in fullscreen not the active speaker unless you need to show yourself.

Recording: Once you and your interview subject are ready, press record. (The button is in the bottom bar next to Share Screen.) You can stop the recording prior to ending your meeting. After the meeting ends you'll be shown the saved location for your video.

