

Report to AIS Board for September 22, 2021  
Digital Program Coordinator  
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**INFORMATION ONLY**

This job is to distribute and curate PowerPoint presentations. I have just developed a slide show of the 20-21 Award Winners for my local affiliate and will make it available when I update the document listing available PPTs. I have also added 2020-2021 winners for our Dykes Medal program. Though there are very few requests, compliments come for prompt response time. Just recently I received a request. "Could I have this today?" Luckily I was checking my email and complied. "You're the best!" is always nice to read.

It may be time to revisit this job title and its description. There are AIS digital programs in which I have no part. And there is a video interview program which we are just getting off the ground! Thanks to the AIS board for allocating funds to purchase video equipment. I have enlisted Mike Wisland, audio professor at Utah Valley University and Scarlet Ayers, whose video work for the Mesilla Valley Iris Society promoting the 2021 AIS convention impressed many of us who attended this Webinar.

Below is a document, still a work in progress, that we are developing for our volunteer videographers. All one needs is their own equipment with good resolution video and the audio equipment that we will supply (if needed). If the interviewer is used to doing this, great. If not we will supply clear directions for setting up and using the equipment.

The process of preparing for an interview involves sharing questions ahead of the filming. This is not a "Gotcha" reporter interview. The interviewee should be prepared and have input into what is included in the final product. I have been working for months with one subject who will be interviewed via zoom, to finalize the area we will cover.

There are currently three of us invested in this. It will take many more, especially friends of the subjects to complete a goal of at least 4 per year. Please help to identify subjects and interviewers. It is our plan to have equipment at the Las Cruces convention to demonstrate and interview some attendees!

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## **AIS Hybridizer Interview Tips and Questions**

### **Notes to interviewer:**

Try to frame the subject(s) in a way to reduce background distraction, but a blank wall is not interesting either. We should see the subject from somewhere between the waist and chest up, and not too much space above the top of the head. Make sure that the subject is lit from the front and not too much light from the rear of the subject as this will wash out the image and make the subject's face look dark. Soft light is the most flattering. If done outdoors (during bloom season would be best), try to get the subject in the shade (no harsh shadows).

Make sure the audio is clear and close mic'd using lapel mics placed on the collar or best on a buttoned shirt about 5-6" down from the chin. Be aware of passing sounds such as

trains, planes and automobiles, and repeat a segment that has loud sounds in the background, as sound is the most paramount thing in the interview. It's best to wear headphones to hear how the sound is being picked up.

It is also important to get an interview that has a nice energy level, rather than clinical and staid. This is best done by sharing a few funny stories or light humor to get them in the right state of mind that is going to be entertaining to watch. The way you ask the questions (with energy) will influence their answers.

### **More Tips for Interviews**

The best interview is a conversation.

“Warm up” the subject(s) by chatting with them about the topics you will be covering. Start with a basic introduction and finish with some form of “did I get any of that wrong?” Even though this material may not be in the final cut, it will also provide a frame of reference for editing, voice over, and other post production work.

Work from a list of basic topics, improvising questions if possible. If you are uncomfortable and need specific questions listed, make a list, but try to use them in a natural flow.

Keep questions short. Feel free to follow up with a question that asks to dig further: That's interesting! Tell me more... etc.

Ask the same question in different ways, The answers may be different in subtle or major ways, allowing editors to choose.

Stumbling over a question is OK! Just repeat or rephrase. The more material the better for that editing can do.

It's hard to really listen when you are interviewing. Don't hesitate to ask for clarification.

### **Questions:**

- State your name and tell us where you are from.
- How did you get into irises? Please start by saying “I got into irises...” (or similar)
- How did you get into hybridizing?
- What was your first iris(es) that you registered?
- Have you won any awards locally or at the national level? If so, what?
- Tell us how you were able to win this award, i.e. what was your path to winning your highest award?
- What was your favorite iris you ever crossed?
- What is your favorite most recent cross?
- Any other anecdotes we should know?

### Listed as topics

- History of your involvement in horticulture.
- When and where do you remember first seeing an iris?
- Favorite species, class, features
- Memorable new bloom, the “Aha” moment
- Someone who taught you something
- A memorable story (good or not so good)

- A tip you would pass along
- A goal you achieved, A goal you are still working on
- For what do you want to be remembered?
- A public or private display of iris you remember