

UNSCRIPTED

It's time for your closeup.

Breathe and relax

We know this may be your first time to ever get interviewed on camera. But we are here to publicize your event and give you maximum exposure. So before you begin, take a deep breath and relax and don't be afraid to gesture. We want you to enjoy this experience.

Look at the interviewer

The temptation can be great to look at the camera while being interviewed. However, we ask that you focus on the person interviewing you. This way our team can film you from multiple angles, but your eyes are never staring directly into the camera.

Smile and listen

When folks view the finished product, you'll want to appear relaxed and enthusiastic on film. So be sure to smile! Also, if you are being interviewed with a partner, watch them when they speak rather than looking at the interviewer.



Topics for arriving trainees

We want you to be comfortable to chat with us during your interview. So here are some topics we may ask you about during our conversation.

- **What questions do you hope will be covered in training?**

Do you have concerns about safety, literature, transportation, clothing, etc? We want to hear about it!

- **What effect do you think this campaign will have on the Dallas community?** Perhaps you want to increase visibility of your organization, reach foreign language speakers, etc. Tell us!

- **Who would you love to meet and/or affect with this campaign?** Do you personally want to reach single/married persons, families, business professionals, etc? Why?



Why are we checking your clothing and makeup?

We love for everyone to look their best. After all, we are recording these interviews for posterity, and you never know where your smiling face might show up!

Our staging and makeup crew wants to make sure that your clothes are straightened, that your hair is in place, and that we take the shine off your forehead and nose. Don't worry. We're not changing your appearance. We simply want you to sparkle on camera.

Why do we ask for your name and contact information?

If we use your interview in the final product, we want to be sure we spell your name right. Nobody likes seeing their name listed incorrectly!

Also, if we need to follow up with you after the interview, we know how to reach you.

Topics for departing trainees

Now that you've finished your training, we want to know what impressed you most. Here are some topics we might ask you about.

- **Who is this campaign targeted at reaching?**
- **How will participants get to their assignments/zones?**
- **How will the product be delivered to the sales locations?**
- **What safety precautions will we take while working on location?**
- **What is the goal of this campaign?**
- **Why is our choice of clothing important?**
- **What should we do when we see people we know approach?**
- **How can we help families?**
- **What will we do if we meet someone who is single or married?**
- **What should we do if the media approaches us?**
- **What do we do if we meet someone disruptive or feel threatened?**
- **How does our conduct impact those who may approach us?**

Thank you so much for your participation and willingness to be interviewed. We know you are just as excited as we are to see this campaign come to life here in Dallas/Fort Worth. Your contributions are an essential part of this project. Thank you again!