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Video Production Resources (1 of 3)

Organizations are invited to show any or all of the four videos from the NEFE research project as part of their savings plan enrollment orientations or information sessions. You can download or view the videos online at www.nefe.org/tlc.

The resources below are provided for companies wishing to produce their own videos. Doing so can be a fun and creative project! If you've never produced video before, consider working with an advertising agency, freelance videographer or media production company and serving in the role of project manager.

You also might explore resources at local universities, which sometimes have low-cost production resources or media/communications students willing to produce your videos at little or no cost to gain experience and work samples for their portfolios.

Tips for Selecting Subjects

- Look for people representative of your target group and/or a diverse range of people
- Use focus groups and individual interview sessions to note possible video interviewees
- Avoid subjects who speak softly or unclearly—it's much harder to understand people in video than in person
- Aim for "real" people; avoid selecting people based on looks, wit or other "star" qualities
- Interview more than you need: if you want three videos, interview five people; if you want five, interview eight
- Have subjects sign releases that allow you to use the videos for your specific purposes

Tips for Shooting & Interviewing

- Select a location with a simple, uncluttered background; colored or dark background walls are best
- Subjects should avoid wearing pinstripes or very small patterns, which sometimes become visually distorted in video
- Always use a tripod for a clean, steady shot, no matter how steady your hand
- Ask subjects and people nearby to silence cell phones and phones and take steps to minimize interruptions
- Shoot and interview at the same eye level as your subjects as much as possible—sit if they're sitting, stand if they're standing
- Shoot over the shoulder of your interviewer, with your subject talking directly to the interviewer, not the camera
- Shoot subjects off-center, facing into the frame at a slight angle
- Use a lapel microphone or table-top microphone (out of view) to ensure quality sound that can be synchronized to video in editing

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- Check for glare/light reflection in your subjects' glasses when setting up your shot
- Shoot several seconds to test and check your shot/sound before doing the full interview
- Let subjects know that they should pause a couple seconds before answering each question (for easier editing)
- Assure subjects they can start over if they stumble over words, again after taking a short pause before restarting an answer
- Avoid yes/no and short-answer questions; lead with phrases like "Tell me about..." or "How do you feel about..."
- Once subjects answer a question, pause a few seconds before moving on or asking a follow-up question

Questions for Video Interviews

- Do you think about retirement?
- What are your hopes for retirement—what do you want to do and what do you want your life to be like when you retire?
- Do you think your pension will be enough? Do you think it's hard to save for retirement?
- Where do you find the extra income to save for retirement?
- Why do you think it 's important to put money away?
- Do you believe retirement is far away?
- Do you manage your retirement account or does someone help you?
- Do you think your debt is too expensive?
- Do you have unexpected expenses? And if so, how do you handle them?
- What about financial security?
- What personal recommendations would you give someone about savings plans?
- Do you have any role models when it comes to saving money?

Note: Depending on your target group(s), you may want to ask for focused questions. For example, if targeting younger employees, you might ask about advice for young people; if targeting women, you might ask about financial security, a factor that resonates more strongly with women than with men.

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Tips for Interviewers

One of the biggest challenges in interviewing for this style of video is remaining completely silent while the subject is answering. In natural conversation, both parties are engaged: you laugh at a joke, you help find a word or finish a thought or instinctively voice "active listening" prompts like "I see," or "Interesting" or "Hmm."

It can be tricky for video editors to take those sounds out later. Smile, nod and make lots of eye contact, but avoid making sound while your subject is talking. You may even want to explain this to your subjects in advance, since it can feel odd for both parties at first!