



Interviewer Kit (Easy Start Version)

Dear Interviewer,

Thank you for volunteering to conduct an interview for the **Shot by Shot: Stories of Vaccine-Preventable Diseases** project (Shot by Shot).

Shot by Shot is a collection of stories from people who have been touched by vaccine-preventable diseases. With the success of vaccines, people do not see diseases like meningitis, polio, and hepatitis as often as their parents or grandparents did, but they still cause a huge amount of suffering and death worldwide.

The Shot by Shot collection of stories will form an online storybank to be used for training, education, and awareness purposes. The stories leave a lasting impression and will help new generations of people understand what these diseases are like and why it is so important to prevent them.

It is an act of courage and trust when someone decides to share their story with you. One of your main goals is to help the person you are interviewing (the interviewee) tell their personal story in the most compelling way.

This easy start tool kit has what you need to help the interviewee share their story in a powerful, clear, and comfortable way. The kit includes:

- Interviewer Guide, easy start version
- Consent and Release Agreement and Assignment of Copyright (the CARA)
- On-Camera Identification

Visit www.ShotbyShot.org to view examples of personal interviews already completed and more interview tools, like a sample letter to the interviewee, interview quick tips, and a videographer's kit (if you will be doing the videotaping yourself).

We greatly appreciate your time and contributions. Your help is vital to the success of this project.

With sincere thanks,



Catherine Martin
Director
California Immunization Coalition

INTERVIEWER GUIDE

This Interviewer Guide is your resource for how to conduct a Shot by Shot interview. The interview process has four stages:

1. The Pre-Interview
2. Preparation
3. The Interview
4. Follow Up

STAGE 1: THE PRE-INTERVIEW

To get started, 2 weeks before the interview, conduct a pre-interview with the person you are interviewing (the interviewee). You can do this over the phone or in person.

Before the pre-interview, send the interviewee these items that you will review at the pre-interview:

- [Consent and Release Agreement and Assignment of Copyright \(the "CARA"\)](#)
- [On-Camera Identification](#)
- [Letter to the Interviewee](#) – optional (you can download this at www.shotbyshot.org)

During the Pre-Interview:

1. Build a Connection with the Interviewee
Developing trust with the interviewee is important. Your relationship with the interviewee begins with your first contact. Be respectful, relaxed, and friendly.
2. Explain the Format of the Interview
The pre-interview is a chance to talk about what to expect during filming and answer questions.
 - Check spelling of interviewee's name.
 - Confirm interview date, time, and location.
 - Discuss who will attend, such as, will you or a videographer be filming the interview.
 - Explain the interview will take about 1 hour, including set up and clean up. Finished videos usually range from 2 - 5 minutes. (CIC will edit the interview for the Shot by Shot format.)
 - Suggest the interviewee map out a timeline of their story and think about details they want to share.
 - Suggest the interviewee gather photos or mementos to illustrate their story. (Photos from before the illness and during the illness help make a story very powerful.)
 - Discuss the filming location. Some interviewee's will be most comfortable filming in their own home, others will prefer to film elsewhere, like a library, a community center, or a friend's home.
3. Review the [Consent and Release Agreement and Assignment of Copyright \(the "CARA"\)](#)
The CARA is a legal permission for CIC and its partners to use, and permit others to use, the Shot by Shot video, story, and photos for educational purposes and public awareness campaigns. A signed CARA is needed by anyone appearing in a video before it can be included in the storybank. This document constitutes a legally binding contract between anyone involved with making the video and the CIC. People are invited to have their attorneys review it before signing it. Follow these steps with the CARAs:

Step 1. Review CARA – It is important that everyone has a chance to review the CARA before filming.

Step 2. Sign CARA – The following people need to sign 2 original copies of the CARA before filming:

- the interviewee (and anyone else in the video)
 - production staff (you, the videographer, and anyone else working on the video)
- [Note: You can get the CARA signed at the pre-interview if you are doing it in person.]

Step 3. Distribute Signed CARAs – Each person who signs a CARA gets an original copy of their signed CARA. Another original copy of each signed CARA is sent to the Shot by Shot project.

4. Review the [On-Camera Identification](#)

At the start of filming, the interviewee will read the On-Camera Identification Statement to identify themselves and acknowledge they have signed the CARA. Then you, the videographer, and anyone appearing in/working on the video, will say their name on camera for the same purpose.

Confirm the Interview

The day before the interview, confirm the time and location with the interviewee and the videographer, if needed.

STAGE 2: PREPARATION

Write Interview Questions

Generally, the interview will follow the timeline of the interviewee’s experience. Use what you know of the interviewee’s story to write questions to ask during the interview. Put yourself in your interviewee’s shoes:

- Which parts of their story are important?
- Which parts of their story are most emotional or show vulnerability?
- Can you picture what their life was like before they got sick? (This is an important part of the interview, as it will help the viewer care about what happens to the interviewee.)

You can find more interview tools like a [List of Questions](#) and [Interview Quick Tips](#) on www.ShotbyShot.org.

STAGE 3: THE INTERVIEW

What to Bring to the Interview

- Written interview questions
- [CARA](#), 2 copies each for anyone in the video or helping to make the video (one copy goes to the signer, one copy goes to CIC)
- [On-Camera Identification](#) statement/instructions
- [Interview Quick Tips](#) (optional, you can download this from www.shotbyshot.org)
- “Please Do Not Disturb” sign (that you make)
- Tape (to tape the sign to the front door)
- Pens (to sign the CARA)

Set Up

- Discuss with the videographer and interviewee where to set up the interview.
- With the interviewee, organize photos, etc., in time order of when they happened.
- Help turn off potential background noises, such as the telephone, answering machine, noisy appliances, or clock chimes, with the interviewee’s permission.
- Family and friends can be distracting. It may help if they stay in another room during filming.

Interview Structure

Before the Interview Do a Test Tape

Ask a few sample questions like “what is your favorite color” while the videographer (or you, if you are doing the filming yourself) does a test tape. Then stop, rewind, and review the sample tape to make sure the sound is good, everything is working, and there is enough light (and no shadows). Also, check to see if anything in the background is distracting.

Beginning the Interview

1. At the beginning of the first tape, the interviewee should pronounce and spell their name aloud one time on film. Then the interviewee should read the On-Camera Identification aloud on film.

2. Next, you, the videographer, and anyone else appearing in the video or helping to make the video needs to appear on camera and say their name.
3. After this, take a deep breath, relax, and be yourself. Let the interviewee tell their story. Ask your prepared questions, but trust your instincts about what moves you.

Ending the Interview

Ask the interviewee if there is anything else they would like to add that has not been covered in the interview. After their final words, you end the on-camera interview with a simple "thank you."

Photographs and Mementos Segment

After the interview, the videographer tapes the photos, documents, and/or mementos in order of when they happened. Tape each item individually. That way they can be included in the final video more easily. While off camera, but still using the microphone so only their voice is heard on tape, the interviewee can describe each photo/memento.

Stage 4: After the Interview

Congratulations, you did it! Thank you for conducting a Shot by Shot interview! You do not need to edit the video. The CIC will make any needed edits.

Thank You Phone Call

The day after the interview, call the interviewee to say thank you for sharing their story. You may want to send a thank you note, as well.

Follow-up Paperwork

Please mail the video and signed CARAs to:

Shot by Shot Project
Immunization Branch
850 Marina Bay Parkway
Bldg. P, 2nd Floor
Richmond, CA 94804

Checklist of items to mail:

- The signed CARAs
- Your telephone number and email (in case there are questions, this will not be made public)
- The interviewee's phone number and email (in case there are questions, this will not be made public)
- The videotape:
 - If you are using a hard-drive camcorder, please transfer to another medium (DVD, CD, or Mini-DV format)
 - If you are using videotapes, be sure to punch the safety catch to prevent accidental recording
 - Label each videotape and tape case with:
 - Date of filming _____
 - Interviewee's name _____
 - Tape # ____ of ____ (if there is more than one tape)



CONSENT AND RELEASE AGREEMENT & ASSIGNMENT OF COPYRIGHT (The "CARA")

Thank you for sharing your story of Vaccine-Preventable Diseases, or assisting others in sharing their story by providing video, audio, writing or other technical assistance (hereinafter such stories are referred to as "THE STORY") for use by the California Immunization Coalition, a non-profit 501(c)(3) organization with offices in Sacramento, California, ("CIC")'s Shot by Shot: Stories of Vaccine-Preventable Diseases project ("Shot by Shot") and for permitting the CIC to add THE STORY to its collection.

THE STORY may consist of an audio, video and/or written description of how you or others have been touched by a vaccine-preventable disease, and includes your name, likeness, narrative story, video presentation, audio presentation (including any written transcript of any audio or video presentation), written work submitted with this Consent and Release Agreement & Assignment of Copyright (hereinafter such agreement is referred to as the "CARA"), and/or any writing, technical or other contribution you made to THE STORY, its telling, or its memorialization (hereinafter all of the foregoing are collectively referred to as "YOUR WORK").

In exchange for CIC agreeing to review and consider YOUR WORK for inclusion in Shot by Shot, and for other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, you hereby grant and assign to CIC the entire right, title and interest in and to YOUR WORK, including without limitation, all copyrights on YOUR WORK, the right to copyright YOUR WORK in the name of the CIC, and the right to license and assign YOUR WORK to others without giving you additional consideration.

By way of example and not limitation, included in this grant are the following:

1. CIC is granted the right to (a) use; (b) license others to use; and (c) edit, publish, and display YOUR WORK, your name, likeness, narrative story, video presentation, audio presentation (including any written transcript of any audio or video presentation), and/or written work submitted with this CARA, edited or unedited, by itself or combined with other interviews or with other materials, in any medium including literary, print, audio, audio-visual, web-based, computer-based or any other medium now known or created in the future, for any purposes.
2. CIC may create derivative works based upon YOUR WORK, and all rights granted herein to CIC shall also apply to such derivative works. Derivative works include, without limitation, plays, motion pictures, live performances, photographs, television or Internet programs, and all other works for all other media, existing or yet to be invented. All rights and grants herein shall also apply to said derivative works.
3. All rights and grants herein are worldwide and perpetual.

4. Notwithstanding the foregoing or any other provision of this CARA, nothing herein shall obligate CIC to use, publish or display YOUR WORK or any aspect thereof; and is under no obligation to include your name with YOUR WORK (but may do so, if CIC wishes). The rights and grants herein shall not be construed so as to grant the CIC the exclusive right to your life story, but only the rights to YOUR WORK.

By signing this CARA you represent and warrant that all aspects of YOUR WORK is your own original work; that no individual or entity has any rights in or to YOUR WORK (except for those who sign this CARA and recite the On-Camera Identification), and that you have not entered into any agreement concerning the rights to YOUR WORK other than this CARA.

If a videographer, sound or video technician, writer and/or others assisted in any way with the preparation of YOUR WORK (hereinafter such individuals will be referred to as "PRODUCTION STAFF") or if other individuals incorporated their own description of how they have been touched by a vaccine-preventable disease into the audio, video or written work that includes YOUR WORK (hereinafter such individuals will be referred to as "OTHER SPEAKERS"), it is understood that the contribution of such PRODUCTION STAFF and OTHER SPEAKERS is not included in the preceding paragraph.

By signing this release, you hereby warrant that you are either of legal age or have permission from a parent or legal guardian to submit material directly to this site and have every right to contract in your own name in the above regard. You state further that you have read the above authorizations and release prior to its execution, and that you are fully familiar with the contents thereof. This CARA shall be binding upon you and your heirs, legal representatives, and assigns.

The California Immunization Coalition (CIC) appreciates your time and contributions to the Shot by Shot: Stories of Vaccine-Preventable Diseases project (Shot by Shot).

This document constitutes a legally binding contract between you and the CIC. You are invited to have your attorney review it before you sign.

Your signature below will show that you have read, understand, and agree to the terms of this CARA.

Printed Name: _____

Signature: _____

Date: _____

Email: _____

Phone Number: _____

Interviewee's Name (if other than yourself): _____

ON-CAMERA IDENTIFICATION

Instructions:

Step 1. Before you begin the interview, please videotape the interviewee reading the on-camera identification statement below into the camera.

Step 2. Next, please videotape the following people saying their name into the camera:

- everyone who appeared on camera,
- worked behind the camera (videographer and interviewer),
- wrote any of the words spoken, or
- made any other contribution to this video.

On-Camera Identification Statement:

My name is _____. I just signed the CONSENT AND RELEASE AGREEMENT & ASSIGNMENT OF COPYRIGHT, and agree to all of its terms. I understand I have granted the CIC all rights to this video.

Other than myself, the only people who I am aware of to have participated in or contributed to the production of this video are now on camera with me.

By saying their name on camera, each of them are also stating that they have signed the CARA.

Dear _____,

Thank you for sharing your personal story with the Shot by Shot: Stories of Vaccine-Preventable Diseases storybank project. Stories like yours educate and move us. The California Immunization Coalition (CIC) and its partners greatly appreciate your time and contributions.

In gratitude,

Catherine Martin

Catherine Martin, Director, California Immunization Coalition

Your interviewer's name is: _____

Interviewer's phone number: _____

The date/time of your interview: _____

Where it will take place: _____

FREQUENTLY ASKED QUESTIONS

What is the Shot by Shot: Stories of Vaccine-Preventable Diseases project?

Shot by Shot is a collection of stories from people who have been touched by vaccine-preventable diseases. These stories will help others understand the human experience of these diseases that have become less common, but still cause a huge amount of suffering and death worldwide. The stories will form an online storybank to be used for training, education, and awareness purposes.

What is a vaccine-preventable disease?

These are serious diseases that can be prevented by being immunized (also known as vaccinated, inoculated, or a shot). These diseases include measles, mumps, rubella, polio, diphtheria, tetanus, pertussis, meningitis, hepatitis A, hepatitis B, HPV (human papillomavirus), chickenpox, influenza, Hib, rotavirus, shingles, and pneumococcal pneumonia, among others.

What is the California Immunization Coalition (CIC)?

The CIC is a non-profit, public-private partnership working to achieve and maintain full immunization protection for all Californians to promote health and prevent serious illness.

Do people really want to hear my story?

Yes! What's more, we feel others *need* to hear your story. Stories of people who have been touched by a vaccine-preventable disease leave a heart-stirring and lasting impression. This helps new generations of people understand these diseases and why it is so important to prevent them.

What happens to my video after the interview?

Your video will be put on the Shot by Shot website (www.ShotbyShot.org). The process may take a few weeks. Finished videos average from 2-5 minutes. We may edit your video into versions of different lengths to use for different education needs. We will contact you once we post your video on the website.

What is the Consent and Release Agreement and Assignment of Copyright (the "CARA")?

The CARA is a legal permission for CIC and its partners to use, and permit others to use, your video, story, and photos for educational purposes and public awareness campaigns. Partner organizations help promote Shot by Shot to reach more people. A signed CARA is needed by anyone appearing in your video before your video can be included in the Shot by Shot project. This document constitutes a legally binding contract between you and the CIC. You are invited to have your attorney review it before you sign. An On-Camera Identification is also needed.

What should I say?

Your own story in your own words. People usually share their story in order of what happened starting with what life was like before the disease. Your interviewer will help you prepare ahead of time and ask you questions along the way. The sample questions below will help you think about the interview. You do not have to write out any answers. What you say the day of your interview should come from the heart.

1. What was life like before the disease? How old were you/they? What year was it?
2. What did you/your loved one look like before the disease?
3. Share a special memory from before the disease.
4. How did you/your loved one get the disease? What were the first signs something was wrong?
5. Tell us what happened after you/your loved one got sick? How did the disease progress?
6. What was it like for you? What were you thinking and feeling when you/your loved one was sick?
7. How did other people treat you/your loved one? How did this illness affect the family?
8. How has your experience changed your/their life? How are you/your loved one doing now?
9. Is there anything you would like to say to people who are questioning immunizing their children/getting immunized?
10. Do you have any closing thoughts or wishes for the future?

How should I prepare for my interview?

1. Map out a timeline of your story. Start with life before getting sick. Think about what to share to bring your story to life, like specific details, direct quotes, and what you were feeling and thinking.
2. Gather photos or other mementos such as photos from before the disease, photos at the hospital, doctor's notes, newspaper articles, prosthetics, or anything you feel helps tell your story. Your interviewer will explain how these will be shown when you are taped.

What should I wear?

The goal is to have people focus on your story and not be distracted by what you are wearing. Also, some shiny materials can cause glare for the camera. Here are some ideas on what to wear:

What *to* wear:

- Dress simply.
- Solid colors.
- Pastels, neutrals, and earth-tone colors. Blues, beiges, pinks, brown, and dark cream are the best colors to wear.
- Simple jewelry.
- Contact lenses, not glasses (when possible), so it is easier to connect with your eyes.

What *not to* wear:

- Very bright colors, red, bright yellow, and all black or all white.
- Small prints, like checks, small stripes, or herringbone.
- Clothing with large logos or brand names.
- Large or shiny jewelry.
- Very shiny fabric.
- Hats, employee badges, pens in the pocket.