

## **Best Practices**

### **Interpreting Media Interactions**

Media interactions can take many forms such as television interviews, live talk radio segments, print media, etc. Often these interactions are fast paced, arranged last minute, and the media teams are unfamiliar with interpreting services. Here are some strategies to help prepare you for this type of interpreting.

#### **Interpreting Strategies**

For fast paced interactions it is best to have a team of interpreters to allow for more natural conversation rhythms. If an interpreter is working alone there is heightened need to rely on Dr. Campbell and the media team to ensure accurate interpreting is achieved. This may include working into more English signing style or fingerspelling specific words for the direct questions so the nuances are not lost. It would also require continuous back channelling with Dr. Campbell to ensure the English interpretation is accurate.

When the interpreting team consists of two interpreters it is most successful for the team to split the work with one interpreter continuously interpreting from A-E and the second interpreter continuously interpreting from E-A. However, depending on the length of the interaction and density of information it might be necessary to switch interpreters every 20-30 minutes.

One consideration is if the interaction is live radio or being recorded. In these situations it is usually best to have one interpreter work between A-E for the ease of listeners because they cannot see the interpreting process at work.

#### **On of Off Camera**

It is advisable to discuss with Dr. Campbell and the media team as to whether or not the interpreting team will be on camera or not. If the camera shot is on Dr. Campbell alone, as part of a one-on-one interview for example, the interpreter likely won't be on screen. However if the camera shot includes multiple people and / or the interviewer than the interpreting team may be better placed in shot for transparency sake.

One example of being off camera is when Dr. Campbell has been interviewed for a pre-recorded television segment and it was just her in shot with the interviewer off camera. In this situation the interpreter stood beside the interviewer and camera person so that Dr. Campbell could see everyone and excessive eye movement was reduced.

An example of being on camera was when Dr. Campbell was interviewed in the field and the camera person took a shot of her and the interviewer walking down a path chatting. In this situation the interpreter was in shot actively working walking alongside them.

## **Preparation**

Media will often conduct pre-interviews with guests prior to the real interview. Sometimes these occur over the phone or through email. During the pre-interview the interviewer will often ask similar questions to what they'll ask during the real interview, as such this is a great resource for preparation. If the pre-interview is through email, request a copy of the email thread for your preparation. Taking a few minutes with Dr. Campbell before the pre-interview (occurring on the phone) to discuss her potential responses is also beneficial to ensure effective interpreting.

Another consideration is what the goal of the interview is, and does the interviewer and interviewees goals align or differ. If possible, as the interviewer what the scope or angle of their story is; as well discuss with Dr. Campbell what her goal is for the interview.

## **Disclaimer for Use**

The information within this document was developed specifically for the Saint Mary's University, Faculty of Science, Interpreting Services. The content may be used to inform the development of documents, websites, terms of services, etc., however Saint Mary's University, Faculty of Science, Interpreting Services, and this document must be cited.