

Vox Pop Training Guidelines

- A **vox-pop** is collection of opinions on a particular subject. They often involve stopping and asking a selection of people in one place.
- *Vox-pop* comes from the Latin for "voice of the people".
- Choose your question carefully. It should be simple and easily understood.
- **Closed questions** begin with who, where, when. Ask **an open question**, beginning with what, why or how so you don't end up with a series of "Yes" or "No" responses.
- Aim to interview at least 5 **people**.
- Normally the **reporter's voice** does not appear in a vox pop, except perhaps asking the question at the beginning.
- When you are conducting a vox pop, keep your machine in **RECORD/PAUSE** mode.
- Expect a few **refusals** before someone agrees to take part in your vox pop.

Technique

Think about where you are going to record your vox pop. Some **background noise**, such as traffic or a playground will sound good but make sure it is not too loud. The background should be constant. A plane increases in volume as it passes overhead and then decreases again. This is the kind of noise to avoid.

Record a **range of voices** if you can. A vox pop will sound more interesting if it includes a mix of male, female, high and low voices, different ages and accents.

If your vox pop concerns a **controversial subject**, it's good to get opinions from people on all sides of the argument.

Remember to ask everyone the same question so that when you edit them together, WITHOUT your question in between the answers, they will make sense.

1. Is it easier for two people to do vox pops?
2. Is it easier if you have promotional material to give away?
3. Is it easier if you have a promotional jacket with station logo?

Any other thoughts...