

LEADERSHIP RECALL INTERVIEW

LEADERSHIP RECALL was started in the 1980's. This program involves audio and video taped interviews with Society Past Presidents and other members of distinction on the Society level. These interviews are to be indexed.

This activity is conducted by the Historical Committee with the interview being conducted by a member of the Historical Committee at Society meetings. At times, it may be necessary for a designated person to do the interview locally.

These tapes are kept in the ASHRAE Headquarters Library. Some are located under the Historical Committee on the ASHRAE website.

CHAPTER AND REGIONAL LEADERSHIP RECALL

A modified version of the interview is done at the chapter level when the member is of local or regional prominence.

Interviews will be arranged by the chapter historian. They may be done with an audio or video recorder. These types of interviews should be indexed for easy reference if taped. Also, the interview can be written.

These interviews are reviewed by the regional historian, and the originals are kept in the local chapter's historical files.

(For Leadership Recall Interviews Guidelines, see p.10. Also for more goals and guidelines, see Appendixes "H", pp. H1-H2, "I", pp. I1-I4. For Interview questions, see Appendix "N", p. N1.)

GUIDELINES FOR LEADERSHIP RECALL INTERVIEW

(These guidelines were written for Society level interviews, but aspects of these may apply to regional and chapter-level interviews also.)

The purpose of *Leadership Recall* is to capture primary historical source material for inclusion in the Society's archives. These archives are accessed by Society members, staff and historians when they research the advancement of thermal engineering and the growth of the HVAC&R industry and of ASHRAE.

Five essentials to keep in mind when you conduct your interview:

1. GO WITH THE FLOW.

Have an interview plan, but depart from it when needed to make the interview entertaining. Imagine yourself a talk-show host. In fact, you are. (Nothing is worse than having the subject enter a rich area of potential comment and the interviewer not following-up.)

2. DON'T INTERRUPT—DON'T ADD "UH", "I SEE", "THAT'S GREAT", ETC.

Remember that you are "miked" too. We want complete sound bites from these Society leaders and industry pioneers. If the interviewer interrupts, it makes editing more difficult. Think of a documentary that includes video footage of an expert speaking on screen. That is the type of product which could result from your work.

3. USE A PROFESSIONAL VIDEOTAPE CREW.

You or another chapter member could show up with a home video cam, but a professional knows how to use lighting and will (or should have) microphones for you and the subject. They will provide reminders to not move in your chairs. Most importantly, their camera will work. The investment in using pros is worthwhile. That is why ASHRAE provides funding at the Society level for pre-approved taping within, of course, budgetary limits. All editing of video will be done by ASHRAE staff. Two cameras should be used: one fixed on the subject and the other on the interviewer and the subject. (An experienced crew can also occasionally isolate on the interviewer alone.) Use separate microphones for the subject and the interviewer. Background should be uncluttered. A solid colored drape is ideal. A local university may be able to do the taping for you at reasonable cost. Some large companies may have a studio and be willing to accommodate taping.

4. CONDUCT A PRE-INTERVIEW WITH THE CANDIDATE.

Do research in advance. Establish what the subject wants to discuss. From ASHRAE's perspective, make sure you cover the big picture; that is, how has ASHRAE changed, how has the industry changed, what effect has our technology had on the public, etc. Give the subject a list of questions you plan to ask. (See Appendix "N", p. N1.)

5. WHEN THE TAPE STARTS, INTRODUCE YOURSELF, GIVE THE DATE AND PLACE, AND IDENTIFY WHO YOU ARE GOING TO INTERVIEW.