

PLEASE STAND BY

EIA RESOLUTION + CHART 1956

CREATING COMPELLING CONTENT: Recorded and Edited Video!

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www.ThePeriscopeExpert.com



Why Video?

- **People are looking for content.**



- **The number of videos posted to Facebook grew 97% in the last year.**



- **Facebook videos now autoplay and attract even more attention!**

**Social Media Helped Me
Get My Message Out
And I Did Not Get Fired**

**(Sacramento County Public Health Flu Season Plug
Fox 40 Live)**

Video = Connections

- **If you are not regularly shooting and sharing short, engaging videos, you are missing out on a HUGE opportunity to connect with your members and audience!**



WARNING!

**There is a serious video malady
afflicting all too many smartphone video
shooters.**

Don't let V.V.S. affect YOU!



Video Content Ideas

- **Subject matter expert interviews/comments**
- **Promotional videos for upcoming events**
- **Recap videos after an event**
- **News conference excerpts**
- **Executive Director news updates**
- **Testimonials**
- **How-to videos**
- **Explainer videos**



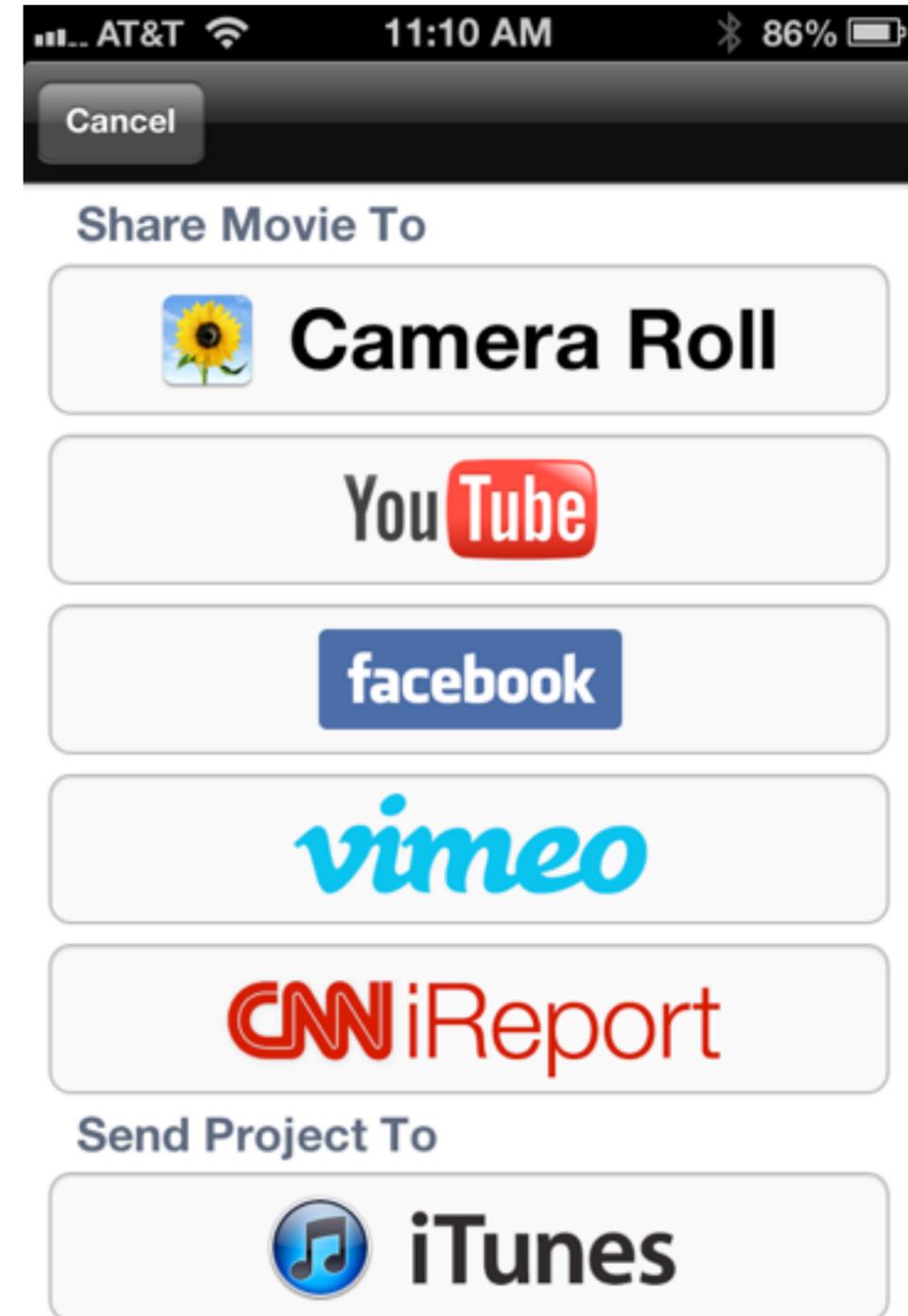
Smartphones/Tablets are Powerful Tools!

- **Shoot HD footage**
- **Accept external mic**
- **Allow editing**
- **Offer 1-touch upload**



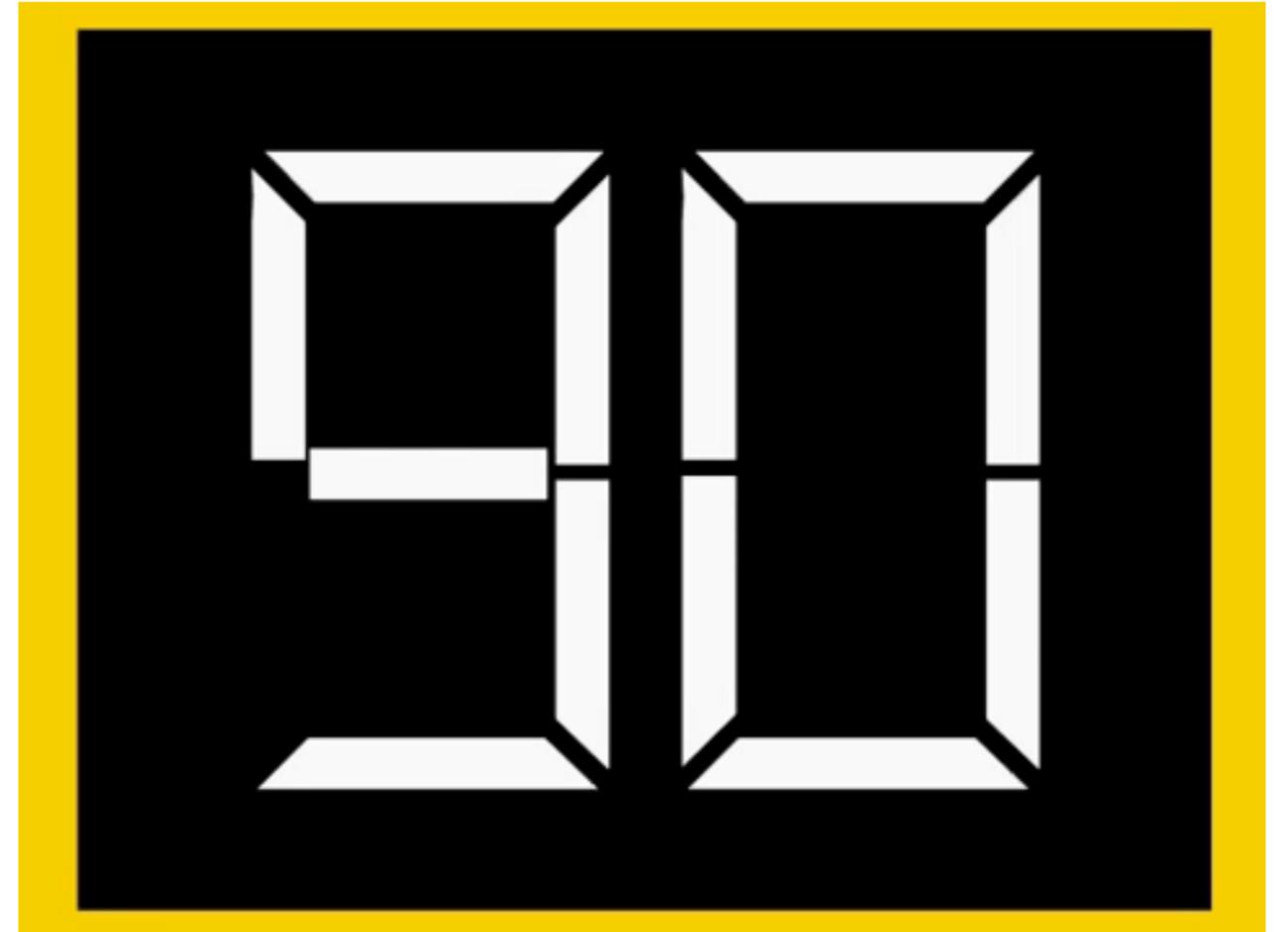
Smartphone/Tablet Video is Easy!

**Many applications
allow 1-button video
uploads to YouTube,
Facebook, Twitter, and
more**



90-Second Share

- **Turn to a neighbor and share at least three content ideas you could do with video**



4 Video Styles You Can Easily Do!

- 1) Direct-to-Camera
- 2) Interview
- 3) Package
- 4) Photo show



Direct-to-Camera

AKA: “Talking Head”

**Talent looks right at the camera
and delivers the information**

Shot with an iPhone:

WMWD Earth Night Promo

Shot with an iPhone:
Sacramento-Yolo Mosquito & Vector Control

**5 Tips To Reduce Mosquitos
and Potential West Nile Virus Exposure**



Interview

- **Subject Matter Expert or Client**
- **Interviewee looks offscreen at the unseen interviewer**
- **Only the interviewee has a microphone**

Example of an interview:

Matt Seeger



Package

- **News report style**
- **Opening lines from “reporter”**
- **A couple of short interviews**
- **Closing comments from “reporter”**
- **On-screen “lower third” graphics identify the people in the video**

Shot with an iPhone:
Menifee Rd. Missing Link
Andrea Suarez (her first video!)

Example of a Package:
Drive-through Flu Clinic
Kerry Shearer

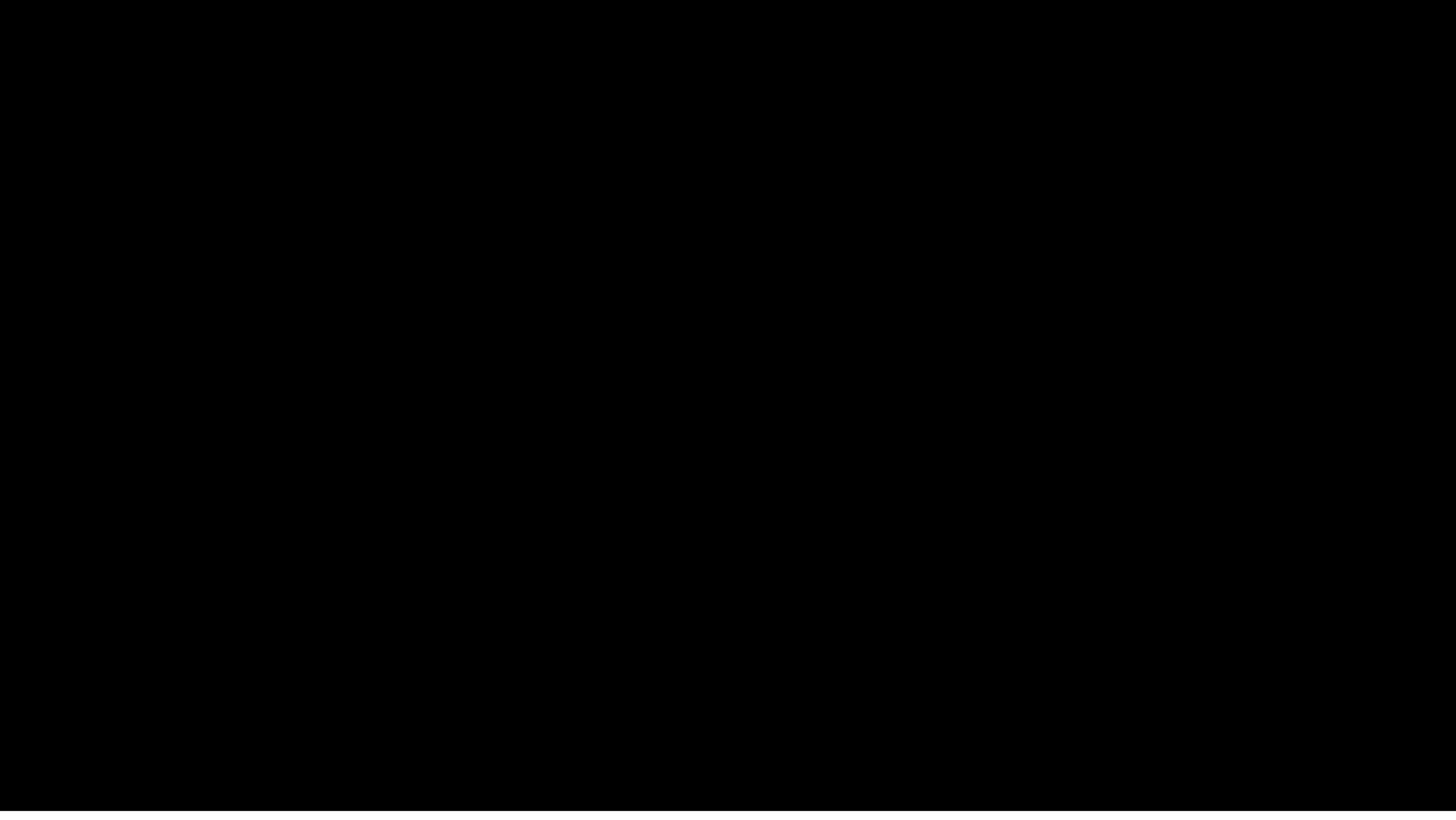


Photo Show

- **A great way to use photos you take at your events**
- **Import them from your camera roll**
- **Add music underneath them in your editing program**
- **Or, record audio narration**

Shot with an iPhone:

WMWD Earth Night Recap

iPhone In The Studio: Sets and Backdrops

What Can I Use for a Set?

**Graphics mounted
to foamcore or
gatorboard and
stuck on the wall**



What Can I Use for a Set?



An LCD/LED HDTV monitor with a USB input connector on it

You can make graphics on your computer, save them to a flashdrive, then display them on the monitor over your shoulder



What Can I Use for a Set?

“Step-and-repeat” fabric backdrop featuring your organization’s logo (or worst-case, a repeating head shot of your agency director)



(Disclaimer: Actual backdrop will not include silhouettes of totally cool and hip government employees)

Create a Studio

An in-house studio is a shooting location that's always ready to use. It can be in a corner, a small office, a conference room, you name it!

You can shoot fast-turnaround videos, news interviews, video podcasts, anything!

Your video will look professional and your organization will look cutting-edge (even if it isn't!)



Still frame from a video shot at the small web studio at Sacramento County Public Health

Create a Studio

ELEMENTS:

-A quiet location away from slamming doors, buzzing light ballasts, ringing bells, buzzers or phones

-A colorful, well-designed background that positions your agency as professional

Good lighting. LED lights don't require extra power drops and don't generate heat



What Can I Use for a Set?



An idle trade show booth that's gathering dust in the storage closet

Smartphone Enhancements: Production Tools

Tools to Enhance Smartphone Video

**Square Jellyfish
(About \$15)**



Tools to Enhance Smartphone Video

**L-shaped camera
mounting bracket
with two shoe
mounts for
accessories:**



**Adorama L-bracket
(about \$8)**

Tools to Enhance Smartphone Video

**LED light with
dimmer to help light
your subject during
interviews:**

**Neewer LED light
(about \$28)**



Tools to Enhance Smartphone Video

Lavalieriere microphone for interviews

Movo PM-10 (About \$20)

MXL-MM160 (About \$59)

Rode SmartLav (About \$79)

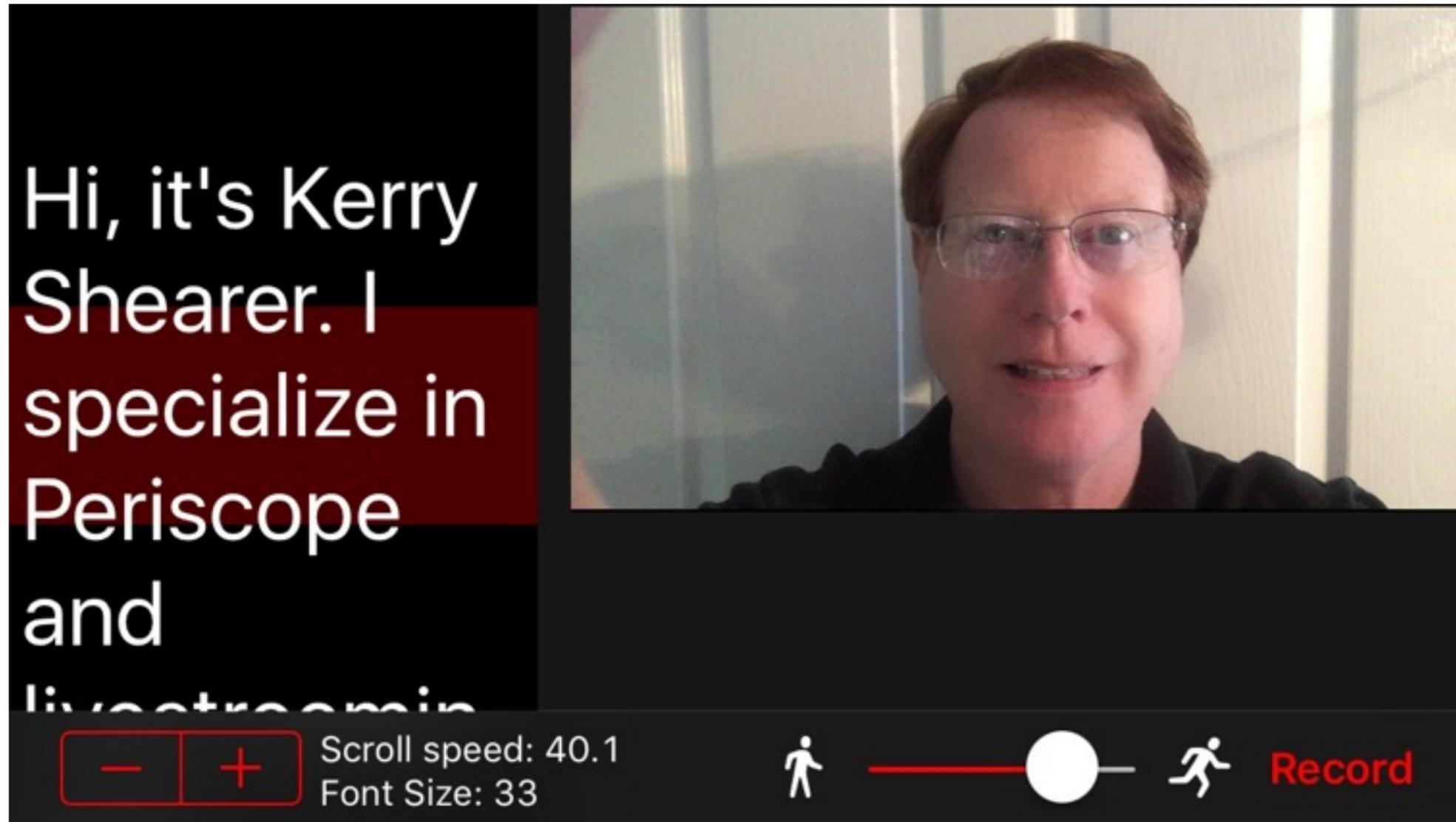


Typical Teleprompter

Camera looks
through mirrored
glass.



Advanced Shooting: Teleprompter Apps

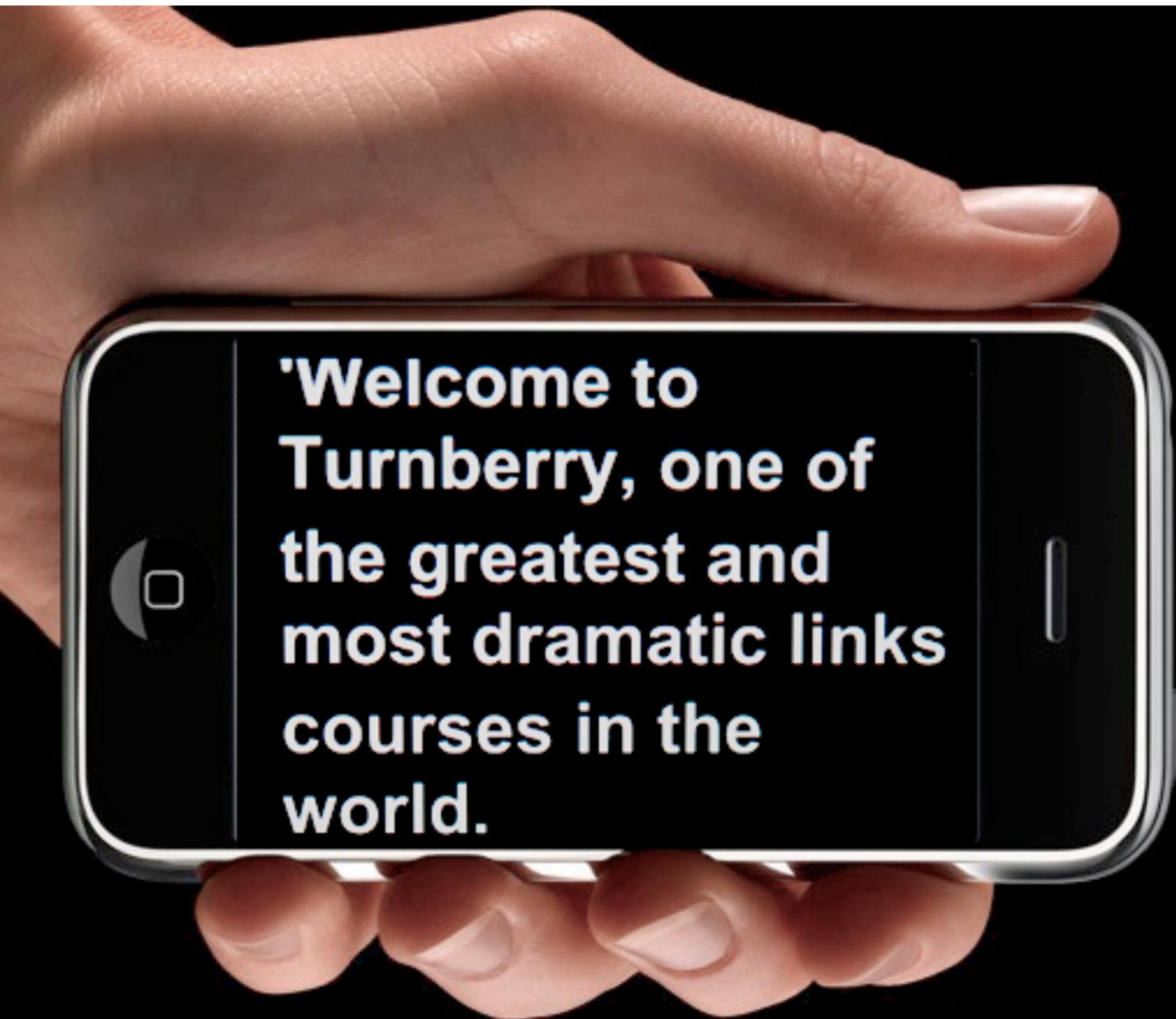


**Video Teleprompter
Lite
or
Video Teleprompter
Premium**

(iOS)

Run your script & record video on the front-facing camera

Advanced Shooting: Teleprompter Apps



DV Prompter

Free software runs on your smartphone or tablet



Advanced Shooting: Teleprompter Apps

iCue



This app runs on your smartphone and tablet. You can control your tablet prompter with your smartphone.

Advanced Shooting: Keys to Prompter Use

- Have someone hold the prompter as close to the smartphone lens as possible.**
- Back off with the camera a bit. If the camera is really close to you, viewers it will be more obvious that you're not looking directly into the lens.**
- Practice so you sound natural!**

How to Shoot Great Video

Without Being a Hollywood Film Director

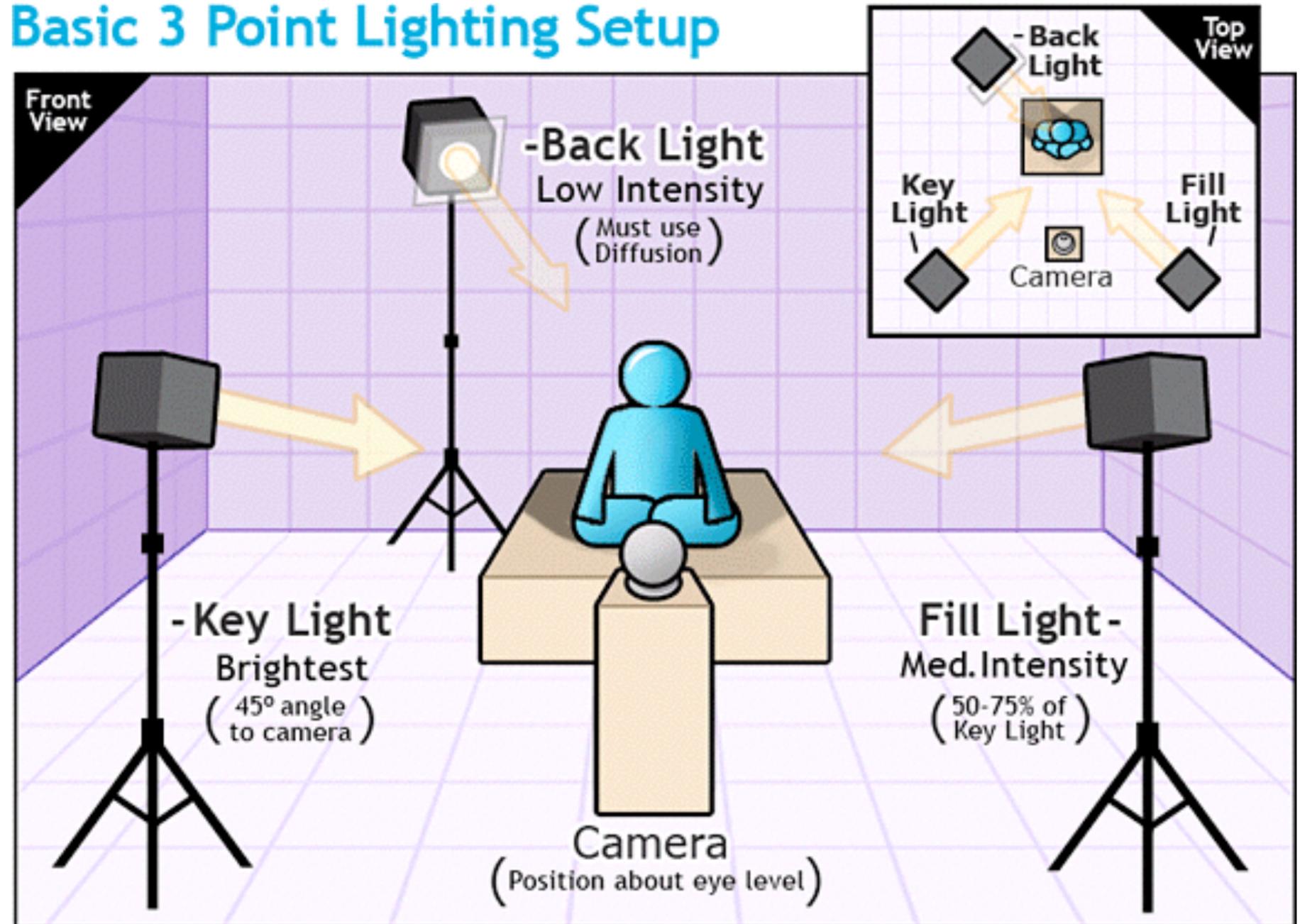


Lighting for an Interview

Three point lighting is best if you have the lights to do it with!

- Key light
- Fill light
- Back light

Basic 3 Point Lighting Setup



Don't Shoot Against a Window

Having an office window behind your subject will fool the camera's auto exposure meter.

Close blinds, drapes, or pick a better background.



If You Can Only Afford One Light...

Here are two choices!

1) An LED top-of-camera light with brightness control is great for one-person stand-up interviews on the run



Litepanels Micro

2) A softbox light is great for sit-down interviews.

Lowel EX-44



Audio for Video





**People will excuse
marginal video
quality, but terrible
audio is a big
distraction**



**Built-in camera mics
sound hollow, and
yelling at the
camera is not an
option**

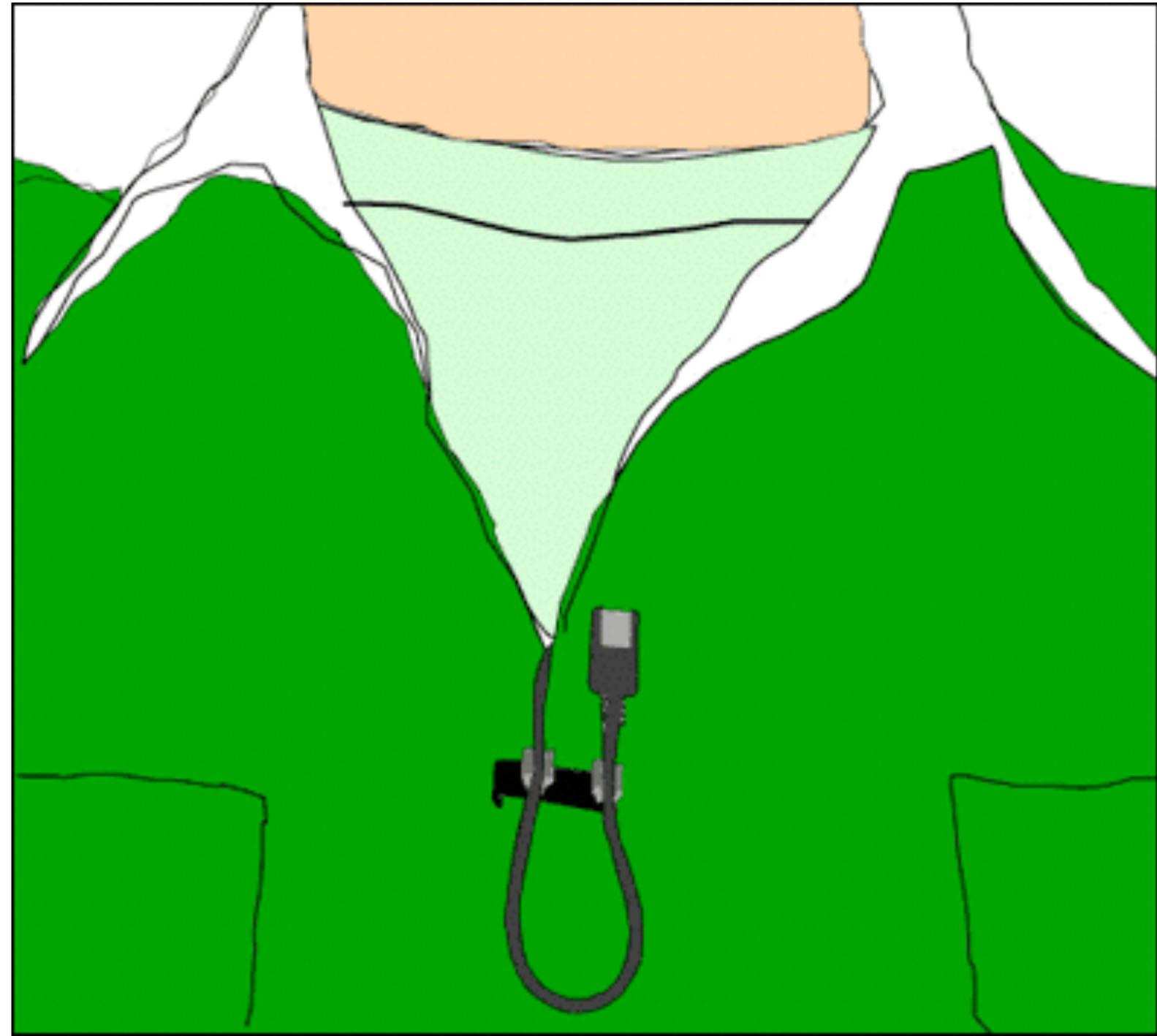


**Use an external mic
for all interviews**

Great Audio is Key to Great Video!

Use a clip-on microphone for interviews (lavalier).

They are available in wired versions that you plug into your camera, and wireless versions that use a transmitter and receiver.

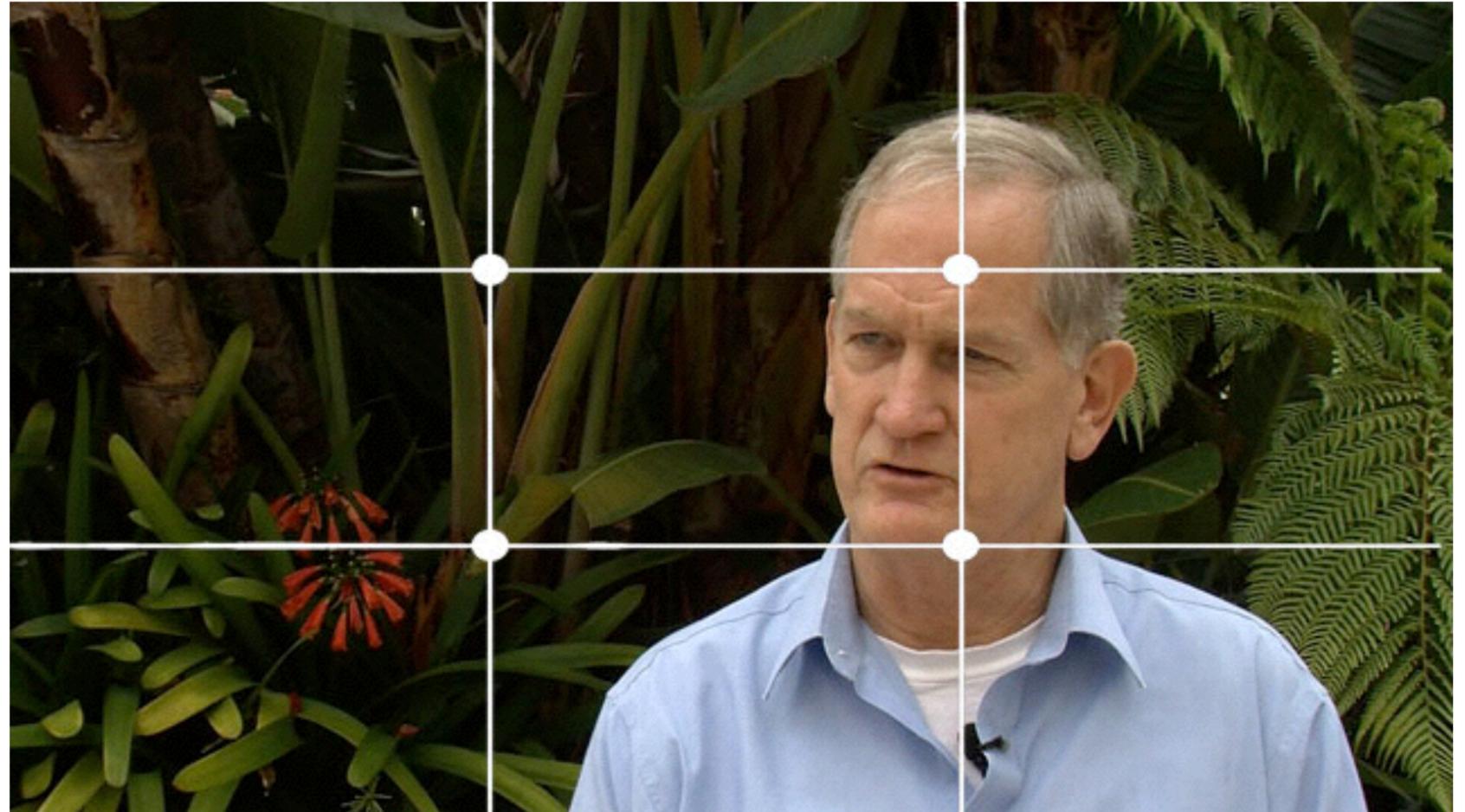


Framing Your Interviewee

For a single interviewee, it's the "Rule of Thirds"

The subject fills 2/3rds of the space, and the other third is left open.

The open space is on the side of the camera where the unseen interviewer is asking questions



Watch the Background...

...when shooting in an office. People put the darndest things on their walls and shelves.



Holding the Camera

Never hold the camera with one hand. Use two!

If you pan, rotate your whole upper body at the waist.

No zooming! Treat as still camera



WRONG!

Getting Shots

To avoid reams of unusable footage, don't hit the record button until you know what you want your shot to be

Edit “ in the camera” by shooting concise shots that you know you can use

Keep most shots to 10 seconds max when you're shooting shots of an event like a community information fair or disaster site



“B”-Roll Video

You will need plenty of usable B-roll (cutaway) video for most productions. Lots of cutaway shots keep a video interesting and help it move.

Start now by shooting video B-roll of every event your organization is involved in

Shoot scenics of your community, your employees, your projects

Take lots of digital still photos, which can also be used in your videos



Editing

Editing

Here is the process:

- 1) Shoot your video**
- 2) Import it into your editing app from your camera roll**
- 3) Trim the beginning and end**
- 4) Add additional video clips if desired**
- 5) Add titles if possible**
- 6) Export to camera roll, Facebook, or YouTube**



Video Shooting/Editing Apps

iPhone:

iMovie

Filmic Pro

Android:

VidTrim Pro

Magisto



Video Tools

Video Tools: Intro Designer

Intro Designer

- Design intros for your videos; customize the text (iOS only)

CREATE AWESOME INTRO MOVIES

CHOOSE A TEMPLATE

CUSTOMIZE
TEXTS
FONT
SIZE/POSITION
PHOTO

EXPORT YOUR INTRO

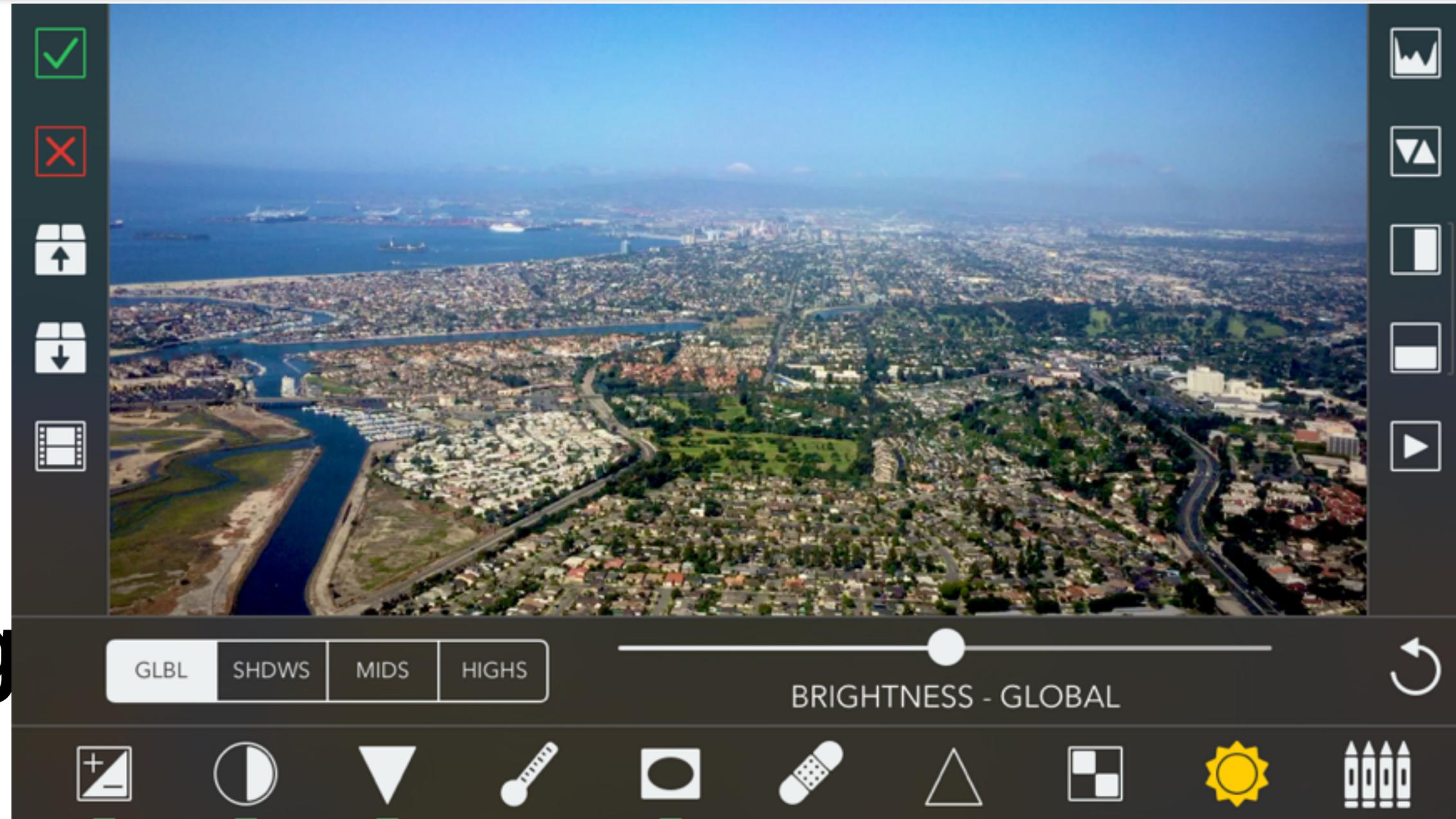
IN JUST 3 STEPS:

Video Tools: VideoGrade

VideoGrade

- Correct or filter your video footage

(iOS only)



Video Tools: ActionMovie FX

ActionMovieFX

- Hollywood style special effects

(iOS only)



Video Tools: ActionMovie FX

Next: Effects Example!



Plus doux. Plus confortable.
Le meilleur pour un rasage de
propre est entre vos mains.
contient de l'alcool et n'arde
opérateurs assurent une
apaisants vos
de bracheur
sur le peau. Faire mousser le
à l'eau fraîche. Pour un
après avoir pris sa
dans l'eau chaude et
le contenu
20°C / 130°F. Garder le
dans l'eau. L'eau
à l'eau. Soins le matin et soir
de la partie des enfants
Personal Care, LLC.
Canada Inc.
700
et cette marque est
un produit. Elle et un
de rasage de rasage et
à l'eau. Elle est un
à l'eau. Elle est un

Gillette

Video Tools: Extreme FX

Extreme FX

- Hollywood style special effects

(iOS only)



KerryShearer.com/sacramento

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With Links to social media information, workshop handouts, and sign up to stay in touch!

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Social Media in Hurricane Sandy



Just as Hurricane Sandy was beginning to strike, Kerry Shearer interviewed Philadelphia Public Health Logistics Manager James Garrow via iPhone about the use of social media in response to the hurricane.

Low-Cost, No-Cost Production Music Helps Set the Scene for your Video or Presentation

It's easy to get started shooting and editing video for your web site or for use in presentations. But after you complete the initial edit, you realize there's something missing. What is it?! It's MUSIC! The right music bed for your video can do many things. [Read more](#)



Social Media Savvy: Getting Started With Video to Effectively Communicate



Canon Vixia XA10

Web video is exploding in popularity, with over 800 million unique visitors watching over 4-billion hours of video each month on YouTube alone! And with more agencies and organizations participating in social media spaces like Facebook and Twitter, it's important to realize that videos get more clicks and "shares" from users than plain old text-based content alone. [Read more](#)

than plain old text-based content alone. [Read more](#)

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Kerry on Twitter

Facebook To Start Super-Sizing Link Previews in News Feed - AllFacebook <http://t.co/Ywkz0qPh> #CAPIO #mcsac #NPHIC
about 18 hours ago

Low-cost, no-cost production music helps set the scene for your video or presentation <http://t.co/QEGPSFWm> #CAPIO #NPHIC #Webvideo
about 21 hours ago

Thanks, Mel. I couldn't have said it better myself. #goldenglobes <http://t.co/h0eFBhty>
about 3 days ago

[Follow @kerrvsf](#)

The Power of Web Video

EXAMPLE:

**Sacramento County Public Health
HIV Testing Day PSA**

Tips for a Great Broadcast

Maintain eye contact

This is one instance where you DO need to look right at the camera - the whole time - during your interview with the anchor back at the station.

You can't be glancing at a monitor sitting over on another desk, or shifting your eyes around - it will impact your credibility.



Editing Software

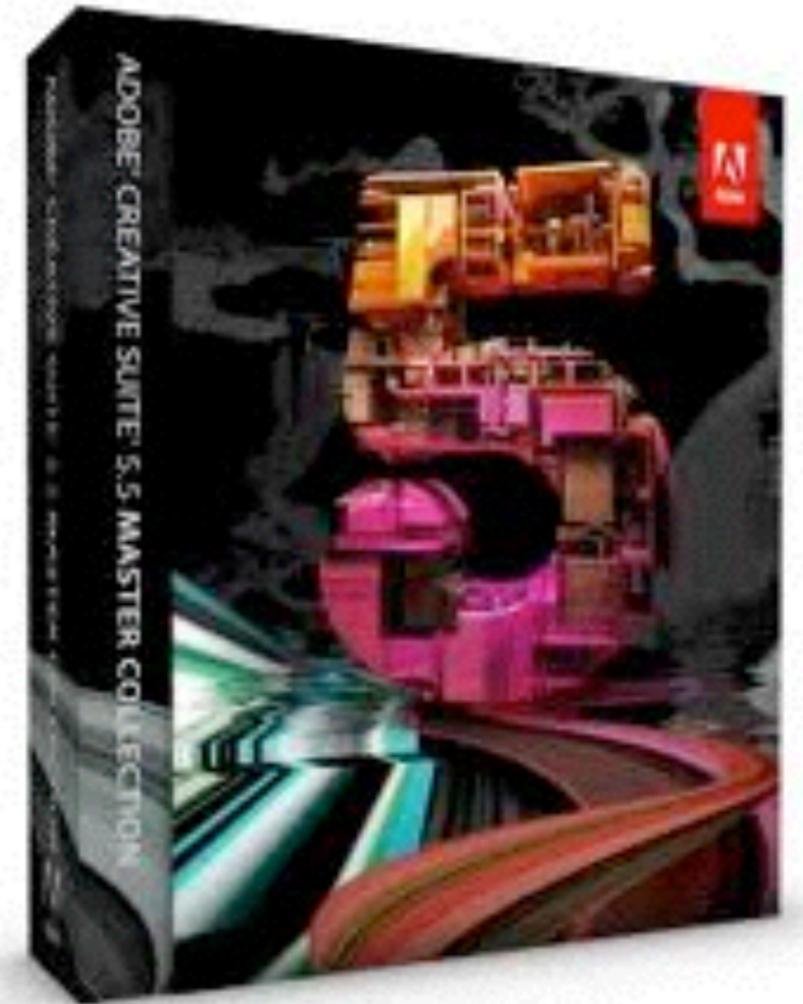
Windows Live Movie Maker (PC, free)

iMovie (Mac)

Adobe Premiere Elements (PC, Mac)

Adobe Premiere Pro (PC, Mac, or buy as part of Creative Suite 6 Production Premium or Adobe CC)

Final Cut Pro X (Mac)



Example of Direct-to-Camera:

CAPIO Workshop Promo



February 4, 2014
Dublin, CA

**Social Multi-Media:
Using Video and Audio
to Create Compelling
Content**



Audio

Become a radio news resource by interviewing your own Subject Matter experts and releasing sound bites



Audio

Record the interview on your device

Excerpt 3 or 4 cuts

Distribute audio via web site along with news releases



Record with your phone!

iRig Recorder recording app for phone (\$4.99)

iRig microphone (\$60)



Record with your phone!

**Voice Memo app on
iPhone iOS7**

**Also allows you to do
simple editing to trim the
interview**



Post your audio

Use SoundCloud.com to post files to your website, Facebook or Twitter page.

Free for up to 2 hours of audio



Host a podcast



Length: 2 min to 30 minutes (briefer is often better)

Release them on a regular schedule

Make sure guests are passionate about topic and have fun!

Record with Audacity.

Auphonic is a free program that helps you balance your levels.

Audio Exercise!

Audio Exercise!

**Take turns with your neighbor
recording a sound bite of 10-20
seconds using your device's audio
app**