



GUIDELINES FOR

VIDEO SHARING

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If you are planning to use video in sharing a faith journey... Here are a few tips.

Before you press the **RECORD** button:

1. Have a plan. Write down the key things you want the video to convey. Organize the flow and key elements of the story so that the message is clear. As much as possible, use simple words and illustrations. Remember, the video should help share someone's faith story.

2. Location (Lighting): Find a location that does not have a high contrast. As much as possible, stay away from situations that cause dark shadows. When shooting indoors, try positioning your subject so that their face is in front of a light source (windows or skylights, etc.). Do not use direct sunlight. Put your interview subject in even light so their face is in an even light level throughout. Avoid backgrounds that are too bright or too dark. Increasing the image contrast will make the image hard to see on the Web. Take a few test video clips and see how the facial details result from your lighting.

3. Location (Sound): When trying to look for a location, listen for distracting ambient sound. The best way to do this is to put a headphone on your recording device and try to listen for any possible distractions. Sometimes a low hum or a high-pitched flicker will not be audible until you put on a good set of headphones.

As you **RECORD**, remember to:

4. Keep it short. Your video should be within the two-minute mark. A minute and a half is ideal. Short and compelling videos are more effective at invoking questions and further conversations about faith. Technically, it also makes it much easier to edit and distribute. Shorter videos mean easier uploads to the Internet, and takes up less space on your media device.

5. Be ready to take several clips or takes. Attempting to make one long take or recording doesn't always work well. During the recording process, look for natural stopping points that will allow a "clean" cut or transition. This will greatly help in the editing process. However, be careful with continuity. Taking notes of what has been shared or covered in previous clips will help you keep track of what's next.

6. Keep the image steady. Stay with an image and let the action move through the scene you are taping. When panning a scene, **hold the camera steady** and move it very slowly. Keep the subject in focus. In all cases, keep the camera steady as much as possible and avoid jerky movements. Bracing your elbow with your non-shooting hand, or keeping your "shooting elbow" close to your body, can help steady the camera (or phone). A tripod is always a good option to use.



7. Avoid using the zoom feature unless necessary. The digital zoom will result in loss of image resolution. Instead of zooming, stay at the wide part of the lens and move your whole body closer to the subject. This will also make the image more stable.

8. Keep the camera at the eye level of your subject. This makes your subject more relaxed and your video, natural looking.



9. Listen for good quality sound.

In an interview setting, be as **close to the person** as possible for the camera microphone to sound good. This means you do not use the zoom on the camera but you hold the camera and stand close to the interviewee for the recording. Try to keep the sound level as consistent as possible (this is where that pair of headphones, comes

in handy...see step 3). With a good set of headphones, you will be surprised with the sounds you hear. In most cases, what you hear is what you get. If the sound is not clear or has a lot of ambient noise, try moving to a much more controlled location or environment. The goal is to minimize distractions to a level that is acceptable to the viewer.

IN ACTION: Tyrone Olds and Isaiah adjust settings as they prepare to record presentations from the recent Special Called Session held on March 2011 at Central Washington University.

After the Interview:

10. Editing: With good planning and implementation, editing should be the least of your worries. Making it short and cohesive is almost always the most difficult task. Using the least amount of transition or video effects is a good idea. Always keep the viewer in mind. You are sharing someone's faith story, and that must be the focus of your editing. Remember, the video is not the ending, but the beginning of an engagement in talking about your faith in Jesus Christ.

11. Share Video

The easiest and quickest way to share video online and/or embed in your website is to upload it to a **free video sharing site, such as:

- You Tube (Google)
- Yahoo Video
- E-zekiel TV
- Blip TV
- Tangle
- Do Gooder TV

Some of these sites and services also allow you to do editing of your video online. To embed the video into your website, simply copy and paste the code from the video sharing site into the code of your website. Most of these sites will have a brief tutorial to walk you through how to share video by copying and pasting the code to your website.

Finally, be sure you follow copyright guidelines, especially regarding recorded music or copyrighted video clips. Most music used in worship is copyrighted; and while churches can use this music in live worship with the CCLI license or use video with the CVLI license, these cannot be shared legally as online recordings without additional licensing and permissions. It's always a good idea to check with the copyright holder first before posting video of music performed in worship or other church events as well as video used under the CVLI license. When you post these video recordings with proper permission, be sure to state that with your posting.



(*Excerpt from from UMCOM article at http://www.umcom.org/site/c.mrLZJ9PFKMG/b.5184063/k.9325/Video_Sharing.htm)

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