

**D04. Lights! Camera! Action!: Let's
Make a Video**

Saturday, October 13 | 10:30 a.m. - Noon

Room 315

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Pittsburgh, PA



Lights! Camera! Action!

Tips and Reminders

Basics

- Making a video is easy and fun
- Tell a story if possible
- Consider audience, when and how it will be distributed, what purpose it is serving (informational, fundraising, event promotion)
- Use compelling visuals early to draw in attention of audience (assume they won't have the audio turned on at the start)

Tips for Script Writing/Sound bites

- Have a prepared script or an outline, if possible
- Keep it short
- The answer should repeat the question (what's the best way to protect pollinators? "the best way to protect pollinators is...")
- Make your argument in three points ("conservation is good for our planet, our health, and our economy")

Tips for Filming

- Check your microphone before you begin the interview
- Remind interviewees to relax; they don't need to be perfect; they don't need to do it in one take
- Check lighting (don't point the camera towards the source of light/at the sun)
- Make filming feel conversational (interviewee doesn't need to look straight into the camera)

Tips for Editing

- Listen to the audio on both a speaker and with headphones
- If needed, test audio options in the editing software to see which presets change the sound best (bass boost, treble reduction, etc.)
- If using b-roll, make sure footage on screen speaks to what is being said by the interviewee
- Less is more in terms of transitions, effects, and on-screen text

Equipment

- Smartphone
- iMovie for Mac/iPhone/iPad (free)
- Adobe Premier Pro (\$20/month), Windows Media Editor (free), Adobe Premier Clip for Android
- DSLR video capable Camera ~\$500-\$600
- Tripod ~\$40-\$100
- External microphone ~\$30-\$40

If you ever have any questions or need anything clarified, feel free to email Brandon or Patrick at info@openlands.org