

Using Accessible Video to Tell Your Story

*What we've learned in Kansas
that may help you*

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2014 NTW - Lexington, KY



Today's Objectives

- *Why choose video to tell your story*
- *Planning your videos*
- *Distributing your videos*
- *Discussion*
 - *What other SRAPs are doing*
 - *Other ideas for video*

Why we chose video

- o Increase awareness of many types of modifications available*
- o Document variety of services offered to customers*
- o Catch attention at trade shows and informational booths*
- o Teaching tool*
- o Sharing tool*



**Once we decided video was our
teaching tool of choice...**

...we started planning

*We realized early on that a
plan was our best friend in the
video production business.*

First, an example



Our goals

- o *We wanted customers to tell their story*
 - *Focus on how the modification works for them*
 - *How modification(s) changed their work role on the farm*
- o *We needed a brief message*
- o *We needed captioning to make it accessible*

About the story

- o *There are 3 stories:*
 - *The story you plan to tell*
 - *The story you actually capture*
 - *The story that is distributed*
- o *Trust the customer to tell the story that he/she needs to tell*
 - *It will engage the audience because it's real*



The PLAN

- o *Planning saves time and is respectful of your customer.*
- o *ASK if the customer is comfortable being on camera.*



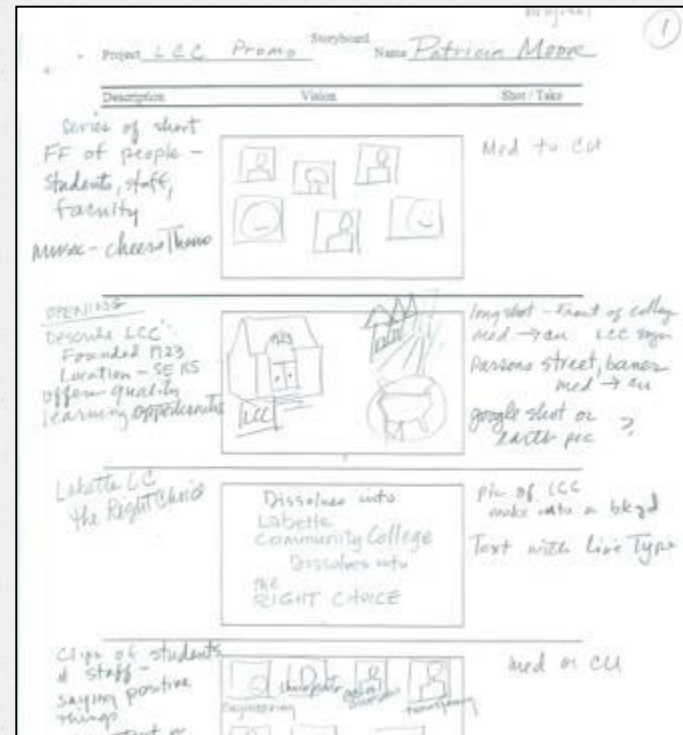
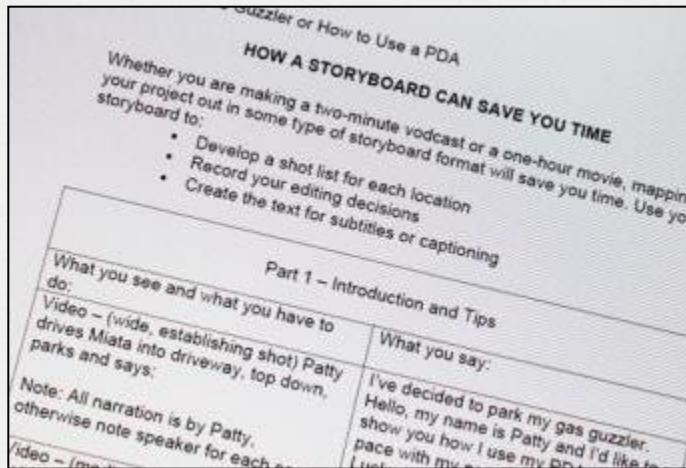
The PLAN - continued

- o Start early - long before you intend to film.*
- o Think in sequence.*
- o Get all signed, informed consent documents up front.*

The PLAN - continued

o Create a story board, production grid, outline.

- Work out details on paper



The PLAN - continued

- *Prepare a detailed shot list based on the storyboard.*
- *Write out questions*
 - *Simple, open-ended questions work best*
 - *Avoid questions that will be answered yes or no*
 - *Take 2 copies (at least) with you to the shoot*

The PLAN - continued

- *Share the questions with the farmer or rancher and the AgrAbility Specialist BEFORE the actual shoot.*



The PLAN - continued

- o *Clearly communicate THE PLAN with the customer, the AgrAbility Specialist and anyone else who is helping.*
- o *A team of 2 works best but an effective interview can be done alone.*

The PLAN - continued

- o *PRACTICE video taping*
 - *Panning and zooming*
 - *Setting up a tripod*
 - *Steadying yourself on a fence post or tree*
 - *Adjusting recording settings on your camera*
 - *Review and practice more*



The Interview



- o Find the quietest location you can whether outdoors or indoors.*
- o The customer will appear more comfortable if they look at and talk to the interviewer rather than the camera.*

The Interview



- o If the customer is sitting, then have the interviewer sit; if the customer stands, interview from a standing position.*



types of equipment, from tractors, to skid

The Interview



- o Ask the customer to repeat the question in their answer.*
- o It's easier to record multiple takes than it is to go back and set up another interview.*

The Interview



- o Trust your plan. Stick to the questions on your outline. Ask them all.*
- o THEN...ask the customer if there is anything else or anything you missed and keep recording.*

Tips for Collecting Video

- *Check the recording device*
 - *Battery fully charged*
 - *Spare charged battery*
 - *Electric cord*
 - *Recording medium – card, stick, tape*
 - *Have extra*
 - *Test to make sure camera is recording video and audio*

Tips for Collecting Video

o Check sound specifically

- If using a smart phone you might need a microphone*
- If using a video camera microphone, get as close as you can*
- Can use a lavalier microphone*

Tips for Collecting Video

- o *Keep a detailed log of time codes, scenes, and comments while filming. You'll be glad you did, especially for a long piece.*

FEAR AND LOGGING IN YOUR EDITOR

f Share 0 t Tweet 0 g googleplus 0 reddit 0 blogger 0



Log your shots today to save edit time tomorrow and your well-organized project will thank you in the end.

What do you think when you hear the words "shot logging." Do your palms sweat? Do your eyes get all glassy and unfocused? Do you start to shake like a wet poodle? For some reason, a lot of beginning videographers see the task of shot logging as the video production equivalent

of taking out the trash: necessary, but certainly not the glamorous part of the job. And it's usually one of the first tasks a director palms off on an assistant. In this article, we hope to convince you to change your attitude about this seemingly humble task. We truly believe that shot logging is the place where great videos are born.

www.videomaker.com

Tips for Collecting Video

- o Retake until you get what you want, if possible.*
- o Mark scene changes with a white card or sheet of paper.*
- o Push "RECORD" then count to 5 before asking the first question.*
- o At the end of filming, count to 5 before you stop recording.*

Tips for Collecting Video

o Vary shot selection



1. The long shot shows your whole subject. The long shot is also known as an establishing shot or a wide shot because it shows the complete view of what the shot is about and implies the location.

2. The medium shot shows about one half of the subject.



3. The close up shot shows just a part of a pretty colt named Buddy. The focus is on the details.

Tips for Collecting Video

o Frame shots

- Be aware of background interference, audio and video*
- Barking dogs, broken equipment*
- Position subject slightly off center*
- Try to keep the bottom fourth of the frame free for captioning*

o Camera shake is an issue - so practice!

Post Production

- *Look for 4-10 second chunks, use more shorter chunks than longer*
- *Caption by using "titles" menu*
 - *Free software: iMovie or Movie Maker*
- *Use flashy transitions sparingly – stick to cut or dissolve*
- *Add graphics or music if it helps tell the story*

Post Production

o Credits - Thank Everyone

- *Include contact information*
- *Customer*
- *Customer's family*
- *Partners*
- *Vendors*
- *Funders*
- *Staff*
- *You get the picture*



Post Production

o Helpful tips

- *Keep original and edit from a copy*
- *Save in appropriate file format*
 - *Flash, mp4, QuickTime, wmv, etc.*
- *Stop editing and share your story*

Distribution

- o *Online – of course*
- o *Most popular search engines*
 - *Google followed by YouTube*
- o *Make your video easy to find*
 - *Short, descriptive title*
 - *Appropriate key words, use as many as possible*
 - *Include a link to your web site*
 - *Use tags with key words and combos*
- o *Share links generously*

Another Example



(Robert): We run about 50 momma cows and

Discussion

- o What questions, comments, stories do you have?*
- o Have you tried producing videos?*
- o Challenges*