



Shooting Cell Phone Video

Web

What is a video segment?

Broadcast segments serve as a visual and auditory medium through which news can be delivered.

- > Each video typically spans from 1:00 to 4 minutes, depending on the story.
- > Includes interviews, B-roll, voiceovers, and post-production editing.
- > Utilizes video and audio to tell a story

Options for cell phone video...

- > A series of interviews stitched together
- > A series of clips narrated by the reporter

(available cell phone apps for editing are not very dynamic for blending the two)

Picking a Topic

Because the news is delivered in broadcast form, it's important that the story lends itself well to the medium.

When choosing a topic to cover, always make sure that there will be **compelling visuals**, as well as some amount of **natural audio**.

Checking in - tell the person next to you...

- What kind of stories would be best complemented by a quick cell phone video?

Picking a Topic

Good - a local concert. Relates to the school, videographer can get great, dynamic visuals of the performers and audience, lends itself well to NAT sound.



(U.S. Air Force photo by Airman 1st Class Myra M. Crosby/Released)

Bad - new school-wide testing. Visuals are bland and static, audio is practically nonexistent. Although it could be a good story, it won't make for a very interesting video.



(Photo by Shira Stein / Scot Scoop News / Used with permission)

Preparation - gear needs

- Mic - for interviews, a clip on **lavalier mic** works best. Make sure the interviewee puts the cord under their shirt, so it doesn't show.
- If you can't - be very aware of ambient noise

Set up

- When shooting, get approximately 5 seconds of silent noise at the beginning and end of the interview (you will probably cut this later).

Set up

- Tripod - use a tripod for interviews. It doesn't have to be fancy, just something that works.
- If you can't - make sure to balance the camera so it isn't bobbing or shaking.

Set up

ALWAYS hold the camera HORIZONTALLY



(Scott Scoop News / used with permission)

Checking in - tell the person next to you...

- > How should you hold the camera?
- > What's an important tip to remember about audio?

Lighting

- > Always make sure the light is behind the CAMERA, not your SUBJECT (person or thing.)
- > Never shoot directly into bright light.

Lighting

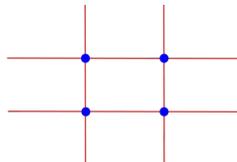
- Easy ways to manipulate lighting:
 - Move lamps or other light sources closer to your subject
 - Open or close blinds
 - Move either the subject or camera
 - Shoot in shade instead of directly under sun

Checking in - tell the person next to you...

- What is one LIGHTING tip to know?

Interviews

Rule of thirds - subject should be on the rule of thirds line.



- Both the camera and interviewer should be at eye level of the subject (either of the upper blue dots)
- Subject should be looking across the screen, and NEVER directly at the camera
- *Note - background of the interview should have depth

Interviews

- Setting - interviews should be conducted in the subject's natural environment.
 - Check **lighting** and **background** noise before conducting interview
 - If the natural setting doesn't lend itself well to the interview, place subject in front of a basic background (but not up against a wall!)

Interviews

- An option if to have a **person talking while doing something**.
 - If a person is reviewing a food tour...
 - Person could be recorded walking from place to place.
 - Person could be recorded eating food
 - Person could be recorded describing the setting.
 - Stitch those all together and you have a video.

Interviews

- Always write down the **correct spelling** of the subject's name and their position or title
 - (get contact info for follow up!)

Interviews - be aware of the following

- These mistakes will ruin your video:
 - Bad audio
 - Shaky video
 - Poorly lit video
 - Too much panning and zooming

Checking in - tell the person next to you...

- What is important for doing interviews?

B-roll

B-roll is the footage that goes over audio.

It should relate to the topic, and correspond with what the subject is talking about.

You can never shoot too much B-roll!

B-roll

Use this style if you plan to narrate audio and lay clips on top of it.

- If a person is reviewing a food tour...
 - Get several shots of food, locations, and people moving/walking/doing.
 - Afterwards, create an audio file that will be the backbone of the story - place the clips together to watch while hearing the narration

B-roll

This may be a better choice if you are working alone or the ambient noise does not lend itself to conducting interviews

Shots should **tell a story** - they should flow together and relate to what is being said on the voice over

Footage should always be stable, and audio should be good quality

B-roll

- Don't be afraid to get in someone's face or get in an awkward or strange position to get the shot you want
- Anticipate where the action will be, and set up the shot **BEFORE** it happens

B-roll



Scott Scoop News

In this clip, the b-roll works to give a visual that aligns with what the subject is describing.

B-roll

- It's important to get a wide variety of shots - in addition to different images, there should also be a combination of **wide, medium, and close ups**.

Checking in - tell the person next to you...

- What is B-Roll and when do you use it?

Types of Shots - WALLDO

WALLDO stands for
WIDE/ANGLED/LOW/LINKING/DEPTH/OPPOSITE.

It is a mental cheat-sheet for shooting video in the field. The shots are creative but also have very practical purposes behind them.

(The source of this is [Dave Davis in a blog for the Academy of Scholastic Broadcasting](#))

Types of Shots - WIDE

Shooting from a distance provides context, and perspective. It shows the viewer the big picture, and establishes location.



[Scott Slocum News](#)

Types of Shots - ANGLED

When you shoot everything from directly in front, it takes away depth and also seems safe, and sometimes bland.

Shooting things like buildings, and especially signs from an angle makes for a more interesting visual.



[Scott Slocum News](#)

Types of Shots - LOW

Shooting from ground level, or even knee-level, gives viewers a different perspective.

Put the camera on the ground to get the feet passing by during passing period.



[Spot Scope News](#)

Types of Shots - LINKING

This requires movement of the camera.

It is a shot that **links two related objects or subjects by panning from one to the other.**

Maybe you follow a jogger running to your left, and as she passes by the "Relay for Life" sign, you stop on the sign.

You have now **"linked"** the participant with the cause.

Types of Shots - DEPTH

Find foreground objects to put in your frame when you shoot. They allow you to add depth to the visuals.



[Spot Scope News](#)

Types of Shots - OPPOSITE

This is the reverse angle in video, or the "reaction" shot. The opposite of the running back scoring a touchdown is the shot you get when you turn around and show the cheering crowd.



[Sport Scoop News](#)

Checking in - tell the person next to you...

- What are all the WALLDO elements?

Recording your narration

- A broadcast video typically begins with an intro (lede) delivered by the reporter.
- This can either be a voiceover with B-roll, or a professional shot of the reporter.

Recording your narration

- > If the reporter is visible, they should be dressed appropriately, centered on the rule of thirds, and either reading from a teleprompter or have the intro memorized.

Recording your narration

- > Intro should capture the viewer's attention, and give a brief description of the topic (same purpose as a lede).

Recording your narration

- > Outro: Wraps up the story, provides the "Now what" or "Why does this matter" (kicker)
- > Can either be a voiceover or a shot of the reporter
- > Optional: conclude with
"Reporting for _____, I'm _____"

Post Production Editing

Editing the video is what brings the whole thing together - it's extremely important that your broadcast segment is well-edited.

Adobe Premiere Clip Video



[Adobe.com](https://www.adobe.com)

Post Production Editing

Steps for editing a broadcast video:

- Create new event in editing app
- Import all footage into the event
- Go through interviews, cut what you like and put it into timeline (doesn't have to be in order yet)
- Set up the AUDIO as the backbone

Post Production Editing

- Begin sorting through B-roll, and drag clips over audio
 - B-roll should be around 3-5 seconds long
 - Visuals should relate to what is being said

Post Production Editing

- Once you have all the B-roll placed and everything is in the correct order, go through the interviews and B-roll and make sure all the cuts are clean
- Select all B-roll, and lower the volume to 10% (leaves a bit of NAT sound)

Uploading and Publishing

- Watch through video at least twice, and fix any errors

Uploading and Publishing (tips)

- > Upload to YouTube (or other domain)
- > Give it a headline
- > Write a brief description
 - o Ex: (Reporter name) reports on (event)
- > Select a custom thumbnail
 - o Thumbnail should be the best still from the video, and should be representative of the topic
- > Disable comments on video
- > Publish!

General Tips

- > Always double check all equipment before going out to shoot
- > It's okay to ask someone to move out of the way of a shot, or request that a subject repeat something in an interview
- > Pay attention to lighting and background audio
- > Video should be published shortly after event (the whole video can be shot, edited, and published in one day if done correctly)

Other Online Editing Apps

[Adobe Premiere Clip](#) (free for Android and iOS)

[Videoshop](#) (free for Android)

[VQuick](#) (free for iOS and Android (but you have to pay for the good stuff))

[iMovie](#) (free for iOS)

[WeVideo](#) (free but very limited)
