What to Wear

- If the person being interviewed works for KSRE, they should wear K-state apparel – a purple shirt is good. Do not wear a black or white shirt, or one with small stripes.
- The person being interviewed should not wear a hat or sunglasses. If a hat is necessary, it should be a K-State hat – not a seed or tractor company.

Camera

- If the person is not a KSRE employee, have them sign the photo release form.
- Use a tripod. Steady video look better.
- Make sure that the image is white-balanced – see your camera for instructions. Avoid mixing light sources such as indoor lights and lights from a window. You may need to close the blinds or shades when interviewing near a window.
- Make sure that your subject is in focus. Manual focus is best. Using an auto focus can ruin a video if something is in the foreground and the camera is focusing back and forth on the subject.
- Use the rule of thirds. It looks best for the person being interviewed to be turned away from the camera slightly and looking away from the camera. They should be looking at the person asking the questions.
- For most cases, the camera should be level with the eyes of the person being interviewed.
- A composition showing just the head and shoulders of the person being interviewed works well for an interview.
- Check the background for unnecessary clutter. Avoid unwanted lines through people’s head.
- Avoid shadows on the person’s face. If outside, it’s best if they can face the sun slightly. Early morning and late afternoon will have better lighting. The shade of a tree also works to eliminate shadows.
- If inside, a couple of lights will evenly light your subject and give a better image than relying on ceiling lights which can leave shadows from the direct overhead lighting.

Audio

- Good audio is more important than the video – viewers will not watch video with bad audio!
- Use an external microphone. A wireless lavaliere mic will give you the most flexibility. Using the built-in camera mic will give you a hollow sound and may have some wind noise.
- Hide the microphone cable under the clothes of the person interviewed for a professional look.
- Keep the wind to the back of the person interviewed for good audio.
- Wear headphones and listen to the audio as it is being recorded. If wind noise is heard, move the person or tuck the microphone under a collar, under a shirt or jacket.
- If background noise or a plane flying by is a problem, either move to a new location, or wait until the noise has passed.
Extra Footage or B-roll
• Take plenty of video and/or pictures (called b-roll) to support the information in the interview. You’ll need them to help tell the story and to hide video transitions when you jump from one sound bite to the next.
• When shooting b-roll, use a tripod and hold the camera still for at least 8 seconds before going to the next shot.
• Get both a wide shot and a close-up of the subject being demonstrated.
• Look for interesting angles
• Avoid pans and zooms.
• If you have to handhold the camera, make sure it has image stabilization. The video will be more stable if you stay zoomed out as far as possible. If you zoom in, the subject will look shaky. To get a close up shot, walk up close to the subject.

Editing
• Add the K-State opening slate and closing slate to your video.
• Put the name and title of the person at the beginning of the segment – called a lower third.
• Use music that is copyright free. Don’t use popular music unless you have the rights to use it. There are several websites that offer free music: https://creativecommons.org/music-communities/
• Make sure that all the audio levels are even. Don’t let it get too loud, or the audio will be clipped.
• Make it short – 3-5 minutes is a good length.
• Upload your finished segment to the KSRE You Tube Channel for Counties and Districts

Links to More Info
K-State Research and Extension Agent Video Support Page
http://www.k-state.edu/its/training/ksre-technology/agent-video.html

How to Capture Quality Video By Bruce Sundeen, North Dakota State University
http://www.youtube.com/watch?v=kJ00IlzNyWo

Vimeo Video School - http://vimeo.com/videoschool

12 tips for shooting better video


Amazon - https://www.amazon.com/

Video Editing Software: Pinnacle Studio, Microsoft Movie Maker, Apple iMovie, Adobe Premiere Elements
Audio Recording/Editing Software: Audacity (free)

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