

# Community Guide



**BALL STATE**



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# Welcome to the Team...

What's so great about Your Town? YOU tell us!

Grab your camera and take to the streets to document the people, places, and happenings that make your area special. This is your opportunity to share the unique features of your town with central Indiana. Profiles of organizations, arts, schools, attractions and local folklore make great stories and give viewers a sense of your area. Spread the word to neighbors, everyone is invited to participate.

**No experience is required, just enthusiasm!**

## How it works...

- 1.** Ball State PBS will ask you to pick one topic for a story featured in the show. Start thinking about what story you want to tell about your town. Events, people, places, happenings...all great stories to share!
- 2.** Every story needs **LOTS** of photos and video, which you'll need to collect. Make sure the video and photos correspond to everything you want to tell in your feature. In addition to spending the next few weeks collecting new video/photos to support your story, feel free to hunt down archival photos or videos.
- 3.** Each story feature needs one spokesperson to appear on camera for an interview with one of our producers. On the production day, we'll talk to you about the footage you gathered in a casual, on camera interview. The interview will tie the story together and add the personality that makes this show special. Don't worry- we'll make you look and sound like a pro!
- 4.** Next, we'll take your video and interview back to the TV station and edit it all together. Once we've edited your pieces, we'll invite you to an exclusive preview of the show and you will also be invited to the Ball State PBS studios for the night of the live broadcast. You won't want to miss this- you'll see how your community responds to the show as they phone in their support.

**Want to know more?** You'll find helpful hints on creating your story, updates on the project, and contact information on our website:

<http://www.ballstatepbs.org/nowentering>

You also can call anytime or send an email to the production team!

**Thanks for joining the team and have fun!**

# Tips for Shooting Video

Sharing local stories is part of the spirit of public television. And the "Now Entering" series truly makes this your local station as you help create material to broadcast!

To help you tell the story more effectively we've asked our videographers at Ball State PBS to share some of their secrets and strategies for successful videotaping.

- Use a tripod when possible because few people like to watch rocky, unstable images. When a tripod isn't available, use other solid objects to stabilize the shot - e.g., lean against trees, set your camera on a table top, or even sit in a chair and use the armrest to help make the picture steadier.
- Resist the temptation to do a lot of "panning" and "zooming" with your camera. It's best to physically move your camera from one place to another in order to get an angle that shows additional items you want to include.
- If action is included in your shot, let things move inside the picture instead of moving the camera or zooming.
- Make sure that your camera is level and the scene looks straight in the viewfinder.
- If you plan to interview someone, do so in a quiet setting and make sure that the camera is within 3-4 feet of your person. Use an external microphone when available.
- Shoot a sequence of shots rather than long shots that depend on camera movement like zooms and pans. To create more visual excitement for your shots, try shooting from a variety of angles or perspectives. Remember, this will be edited, separate still shots from various angles can be linked together.
- When shooting inside, try to use areas that are well lit. Don't be afraid to bring additional lighting into a dark room. If it's hard to see detail in the viewfinder, extra light will help reveal it.
- Avoid shooting a person with bright light (such as a window) in the background. The camera will adjust for the bright light and make your subject

- Detail shots are especially powerful when edited into a series. They provide the viewer with unique visual information and they can have high emotional impact. Don't be afraid to get close.
- Faces. People make the greatest subjects. No matter what you're shooting, don't forget to shoot people as well. To the extent possible, try to get people in your shots "acting naturally." Hamming it up for the camera, while quite natural for some people, will not usually make the final cut.
- Many cameras include a feature that imprints the date and time of a recording on the video. Please turn this feature off.
- If you're shooting with a DVD camera or are delivering video from a past event or program, please make sure that the DVD has been "finalized." This allows DVD's to be played in machines other than the one it was created on. If we can't play it, we can't use it.
- Though we would prefer that you shoot video, please don't hesitate to use a still camera or give us photos that you already have about a subject. We can add motion to them. Ideally, we'd love to have your photos delivered to us on a flash drive, but we can still work with photo prints.
- Fun and hard work are not mutually exclusive. Your energy and creativity will create a testimony not only of your town, but also of yourselves.

## **But wait, there's more...**

- The Ball State PBS crew will come to town to record a short interview with you, asking you to provide general details about your subject. You may bring notes, but we will ask you to not read directly from them. We will piece your answers together later, taking out many of the "ahs" and "ums," plus any mistakes or false-starts you may make.
- We want you to sound as good as possible, so relax and feel free to make multiple attempts to say things the way you would like.
- For your interview, please don't wear any "loud" patterns or stripes and avoid bright white shirts.

We hope you are as excited about making this program as we are!

## Log Sheets

Important: Please make sure to fill out and hand in a log sheet with your footage. Please list the sequence of shots and accurately describe any locations or persons that need to be identified.

Here's a sample of the video log sheet we'll need you to complete as your gather footage for your story.

SUBJECT	CONTENT DESCRIPTION	LENGTH
History of winery	Photo of 1967 bottle	20 seconds
History of winery	Photos of founders, building when opened	15 seconds
Winery today	Exterior shot of winery entrance	15 seconds
	Exterior shot overlooking vineyard	18 seconds
	Wide shot of property	20 seconds
	Close shot of grapes in vineyard	15 seconds
	Shots of wine display inside	15 seconds
	Close shot of wine list	15 seconds