

Telling the
VFW Story
with Video

GET THE SHOT!



A Guide to Shooting Video



The YouTube effect is spreading. Video-sharing Web sites have revolutionized the transfer of information via video and spawned a number of imitators. Researchers believe most people will soon rely on the Internet as their main source of news, information and video. For this reason, we have decided to partner this cutting-edge technology with our Web site, www.vfw.org.

Together with written news stories, Posts can now submit video clips to VFW's Web site. **Any tape you submit will be edited.** The tape becomes the property of VFW National Headquarters and will not be returned. You are welcome to download the video from our Web site.



Get Interviews

Interviews or sound bites with key subjects help tell the story. Eyewitness interviews add credibility and visual clarity to your story telling, so use them.

Keys for Successful Interviews

- Strategically place the subject with the scene behind them.
- Conceal the microphone on the subject's lapel, hiding the cable.
- Ask questions you think someone unfamiliar with the story would like answered.
- Discourage the interviewee from looking directly in the camera. Instead, have them face the camera and direct their eyes toward the cameraperson.

Know Your Camera

Get acquainted with all the features on your camera and **learn how it works.**

Name a Designated Shooter

The first step in telling the story of your VFW Post is to select a designated videographer at your Post who will invest the time to learn how to shoot quality video. This brochure provides the basic steps for shooting good video stories.

Do's of Shooting

- Keep individual shots 15 seconds or longer.
- Hold camera steady.
- Minimize pans and zooms.
- Edit in the camera and don't overshoot.
- **Get close. Get faces.**

Do's of Audio

- Monitor your audio.
- Use headphones or an earpiece.
- Never guess if your audio quality is acceptable. **What you hear is what you get.**
- Purchase an external microphone for interviews.

Optical Zoom, Good — Digital Zoom, Bad

Turn off the digital zoom feature in the menu on your camera. If you need to get close, follow the old photographer's maxim — **zoom with your feet.**

Use a Variety of Shots

- Shoot any **action** or event from a variety of positions, angles or depths.
- Use a wide to medium shot to establish your location.
- Shoot a tight shot of the **action**. For example, this would be a tight shot of hands, graphics, etc. Next, show a tight shot of the subject. Show the audience's reaction to the main **action**.
- Finally, shoot a variety of footage you think will add to the event.



Pointer

For any scene, remember to shoot these four shots: **Wide ... Medium ... Close-up ... Cutaway.** It will soon become second nature.

Tape Formats

All video should be submitted on a 60-minute mini DV tape format.

Use a Tripod

Use a tripod to eliminate distracting camera movement when possible.

However, when action is happening quickly all around you, agility can be your best asset. At these times, going hand-held is best.

When shooting hand-held, physically move in close to the subject and zoom out all the way.



Shoot B-Roll

B-roll is secondary footage an editor can splice into the primary footage to help tell the story. When telling the VFW story, this means getting shots of the Post building, a sign of the event, people arriving at the event, or people mingling, all depending on the story.

For a more complete list of helpful tips, visit our Web site www.vfw.org.

Veterans of Foreign Wars

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