

# Christmas Daddies

## HOW TO: SELF RECORD VIDEO FOR BROADCAST

You need:

- **Recording equipment, either a mobile device (capable of filming in HD) or your own production gear capable of filming in HD.**
- If using a mobile device, use **a microphone** that connects to it.
  - AirPods make great microphones! If you have a lav mic that connects to your recording device, even better. Even a pair of wired headphones with a built-in mic work in a pinch and can often be hidden in hair or clothing.
  - If not, ensure that you are within 2-3 feet of the recording device. You'll be relying on the built-in camera mic, and the farther you are the poorer the quality.
  - Carpeted (or semi-carpeted) rooms work best and avoids echoes in recordings. If there is no carpet, then laying some towels or blankets can achieve the same results.

***Here are the steps to take...***



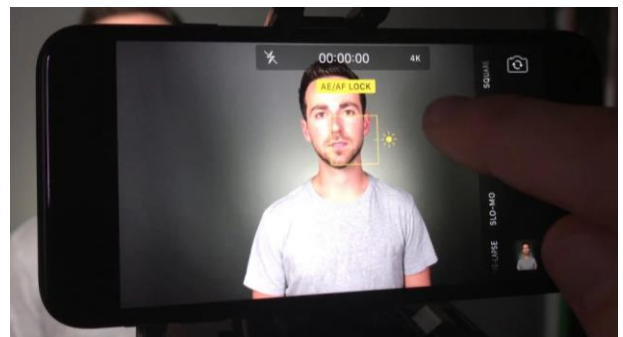
- First, please configure your device's camera to shoot HD quality footage!
  - In iOS, for example, tap on "Settings" then "Camera." Check to make sure the following options are set:
    - "Record Video" - set to 1080p at 30fps
    - "Formats" - set to "Most Compatible"
    - "Record Stereo Sound" - set to ON
- Find the perfect filming location and set up your camera. The most important step: **always use horizontal framing.**
  - Look for bright, big, even light sources - like large windows, lamps and fixtures. Avoid hot spots from overhead lights, as the harsh shadows are unflattering. Avoid locations where you are 'backlit' (bright lights / windows *behind* you). This can lead to a silhouette effect. We want to see you!



- **Always place your video recording device at about eye level.** This height is the most flattering.
- Depth of field makes a shot more interesting. Set up your shot so viewers can see another part of the room, or catch a glimpse of a hallway or staircase. Bookcases, artwork and plants also help. Avoid setting up in front of a blank wall. Ideally, we would like to see Christmas lights or a tree in the background.
- **Use a phone mount** or be inspired by MacGyver and use objects around your house to hold your phone in place. This leads to steady footage and is better than having someone else hold your phone, which could lead to shaky video.
- **DO NOT HOLD YOUR OWN PHONE WHILE RECORDING**
- After you begin recording, smile at the camera and count to three (in your head) before you begin.
- After you are done, smile at the camera and count to three (in your head) before you stop recording.
- If you have editing skills, do not fade up from black at the start of your video or fade to black at the end. Do not add any supers, (Words on the screen).

Try to replicate what we call a “medium shot.”

Notice how the subject fills the screen from mid torso to the top of his head. The top of his head isn't cut off but is just below the upper edge of the screen, and he's looking straight at the camera. A medium shot or wide shot will leave space for the telethon phone number to be added on the screen on the day of the show. We do not want to cover anyone's face with a phone number.



See “Screen shot from Telethon” below

On most modern phones, you can tap on the screen to force the camera to adjust the brightness and focus on that spot. If you have a helper, it would be a good idea to have them tap the screen where your face is as seen above.

Do a small test record! Make sure you talk during the test to confirm that your mic works, if one is connected to the device.

Sample “Screen shot from Telethon”

That is it!  
Now your camera is all set up.



## **IMPORTANT to REMEMBER:**

- Record 2 -3 seconds of video before you begin performance – look at the camera and smile.
- After your performance look at the camera and smile, hold for 2- 3 seconds before you stop recording.
- Do not fade to black
- Do not add supers
- Save the file using the performer's name.

When you are finished the shoot, all that's left is to upload the **(uncompressed)** footage!

## **SENDING US YOUR FILE:**

**Please rename your video file and send only files that are labelled as the performers' name.**

Be sure to include in the body of the message the Performers name & that the application was previously submitted.

PLEASE SUBMIT VIA

<https://wetransfer.com> submit to [christmas.daddies@bellmedia.ca](mailto:christmas.daddies@bellmedia.ca)