



MNS Media Kit

**A Guide to Setting-up a Missionary Reporting Operation for the
Missionaries News Service in Safe Worlds IPTV.**

MISSIONARY'S VIDEO PRODUCTION PACKAGE

SUGGESTED STARTER KIT

Description	Quantity	Unit Price	Cost
Canon ZR800	1	\$250.00	\$250.00
Mini DV Tapes	5	\$4.00	\$20.00
Videomate 607 Tripod	1	\$90.00	\$90.00
Hand Held Microphone w/mini cable	1	\$70.00	\$70.00
Dell Vostro 1510	1	\$850.00	\$850.00
Firewire Cable	1	\$25.00	\$25.00
Targus 15.4" Rogue Backpack	1	\$45.00	\$45.00
Subtotal			\$1,350.00
Total			\$1,350.00

NOTE: All prices are estimates based on Manufacturer's Suggested Retail Price as of July 21, 2008. We cannot guarantee that this is the price you will have to pay for these items.

DETAILS

Package Objective

Provide details of a "Start-up" video production package (a "Starter Kit") to help missionaries in the field get started contributing to the Missionary's News Service. This "bare bones" kit can be expanded as required. It should cost no more than US\$1,500.

1. Standard Definition Video Camera

Canon ZR800

The ZR digital camcorder gives you a brilliant Genuine Canon 35x Optical Zoom lens, Canon's advanced image stabilization system, DIGIC DV image processing, Joystick controller, and Level and Grid Markers. The results are brilliant video and digital photos that you can easily share with family and friends. The ZR800 has everything you need to enter the world of digital video camcorders including some features that are traditionally found on more expensive models such as a microphone input.

2. Recording Media

Mini DV Tapes

This is the kind of tape that the camera records onto. Each tape holds 60 minutes of footage. You should have at least five (5) of these tapes.

3. Tripod

Velbon Videomate 607

This tripod has a 2-way oil-fluid pan head with quick-release platform, geared elevator, bubble leveler, radial braces, 3-section legs with rubber feet. It is a scaled down version of the more expensive CX-686.

4. Microphone

Sony F-V320 - Cardioid Dynamic Microphone

This is a simple stick microphone that is commonly used for news interviews. The cardioid pickup pattern makes it ideal for getting good audio in a noisy area. The microphones have an attached cable which plugs easily into the camera.

5. Laptop (Intel Core 2 Duo 1.8Ghz, 2GB RAM, 160GB Hard Drive)

Dell Vostro 1510

You need a very minimum 512 Mb of memory to run the Safe Worlds software. This laptop is ideal for running Safe Worlds with the News Reporter Software. It comes with Windows Vista already installed. Safe Worlds and NewsReporter both operate on Vista. This laptop also includes Firewire and USB ports for connecting cameras or additional Hard Drives.

6. Connect Video Camera to Your Laptop

4/4 Firewire Cable

This is this cable that is used to connect your video camera to the NewsReporter software installed on your laptop computer.

7. Travel Bag for Equipment

Targus 15.4" Rogue Backpack

The Targus Rogue Backpack is designed to fit Laptops with up to 15.4" screens and features loads of storage features. It is perfect for storing more than just your daily necessities. The front pocket includes storage for personal items while the middle pocket includes a mesh pocket for storing Laptop accessories, pen loops and a business card / ID, etc.

CAMERA TUTORIAL

BASIC CAMERA

Using a Tripod

When you are first learning how to shoot video, it can be very helpful to use a tripod. A tripod is an easy way to make your video look more professional. Your tripod does not need to be expensive; any tripod will do. Shaky camera work can be avoided if you use a tripod.

The Rule of 1/3

The first concept to understand about creating video is the rule of thirds. Most people put the subject in the middle of the frame. This is actually the wrong way to compose a shot. What we are supposed to do is divide the frame into thirds and put them on one of the lines. The same applies when you have someone moving across the screen. You need to keep an open area (two thirds of the screen) in front of your subject to make them look better. When the shot is zoomed in, you will need that lead room to keep them in the shot.

Composition

You should avoid horizontal lines in a shot. Instead you want to focus on diagonals. Diagonal lines in your image imply depth, movement, and will make your shot look three-dimensional. To create diagonal lines out of horizontal lines, simply pick up the camera and move it to the left or right of your subject. This will make your image more interesting.

It is also very important that you are aware of how the background looks with your subject in the foreground. You want to make sure that there isn't anything in the background that will look strange with the foreground.

Shot Types

When framing your shots there are different terms for the type of framing you can use.

Establishing Shot – This shot establishes your subject the way you want for initial impact, in relation to the world around it. For example, if you are covering a convention at a grand hotel, you might want to stand out in front of the grand hotel to establish where you are.

Medium Shot – These are general shots that cover your subject, at “medium” distance.

Close Up/Cut Away – These are tight, close-up shots of key parts of a body or the subject. They might cover the hands, the feet, or someone putting a key into a keyhole. They give impact to the final edit of your video.

“B” Roll – This is general video that can be used as background, particularly when you are doing “green screen”.

Green Screen: This means filming a subject with an all green background so that the background can be “color keyed” out and replaced with B roll.

BASIC AUDIO

Although, when you are producing video, it is hard to have one without the other, most good filmmakers say that the audio is more important than the video. If you have bad sound, you have a bad video, because bad sound will overshadow everything else you have done.

If you have a blurry video, a dirty lens, shaky amateur camera work or any type of video problem at all, it can be fixed in a number of ways. You can cut away to a close up or you can cut to some B-roll of your subject matter or you can even just leave the video mistake as it is, as long as the content is compelling.

However, you cannot easily fix audio mistakes. Bad sound sabotages your project.

The most important rule to follow to get good sound is getting the microphone as close to your subject as possible, especially if you're using the microphone built into your camera. If you do this, you can avoid most of the big problem with audio. Remember, if you do not record good audio people will not want to watch your video.

Also, the quieter you're setting the better. If you are in a loud room trying to do an interview, you are better advised to go somewhere where it's quiet to film the interview. You will get a better result from a quieter environment.

BASIC LIGHTING

The most basic rule of lighting is to keep your background darker than the person you are shooting. For example, it is a bad idea to shoot a person indoors in front of a window on a bright sunny day. It's OK to turn that person to face the window and use the sunlight on their face.

*for more details please visit the MNS "Help for Missionaries" video library in the DIY-Help Channel in Safe Worlds IPTV.

News Reporter Tutorial

The following tutorial assumes that you have the basic equipment recommended in the Starter Kit.

- **Gently** connect the camera to your computer through the Firewire cable
 - Make sure that the Firewire cable is securely connected. When it is the computer will recognize that the device is connected.
 - If a dialog box comes up and ask whether you want to capture or not, click out of that box.
- Turn the camera to PLAY footage position. * Your camera needs to be in SD (Standard Definition) *

- Click the PREVIEW button on the NewsReporter software.

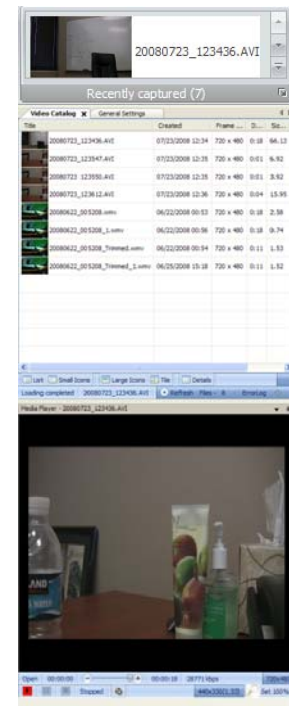


- The preview window will appear on the left hand column (press START PREVIEW if nothing appears).
- Press rewind/fast forward on the camera to find the correct footage.

- Click the CAPTURE button (or START RECORDING button in the lower left hand corner of the preview window)



- When the desired footage is captured, press the STOP CAPTURE button or the STOP RECORDING button in the preview window.
- This footage will then go to the RECENTLY CAPTURED mini-window at the top. It will also be listed under the VIDEO CATALOG screen (if it does not appear there, press refresh).



- Double click on the footage and it will play in the MEDIA PLAYER in the right column of NewsReporter

- Select the desired footage and click ENCODE (DVD CBR)
- After encoding, you should then upload your video to the Safe Worlds -Global News Library.
- Click on the UPLOAD icon
- Make sure you are in the “News Clip Upload Wizard” tab
- Fill in the information about “Key Attributes” and “Additional Attributes”. This is very important to help editors work with your video.
 - Fill in genre name: News, Video Name, and Video Title
 - Select rating accordingly
 - Give a description of your video. Make sure to provide the interviewee’s full name and the location of the interview in your description.
 - Check to see if the video plays
 - Then click SUBMIT



*for more details please visit the MNS “Help for Missionaries” video library in the DIY-Help Channel in Safe Worlds IPTV.

On-Camera Notes

Equipment Checklist

Before going on any video shoot, always do an equipment check for the following

- camera
- at least two camera batteries
- charger
- tripod
- headphones to monitor sound
- microphone(s)

Always test out your equipment before you leave home base. Make sure the microphone and camera work correctly so that everything runs smoothly during your shoot.

Setting up for taping

- Make sure your camera is focused and white balanced before filming anything
- Never use the camera microphone for interview sound; use a hand held microphone that plugs into the camera. When using a handheld microphone for an interview, hold the microphone 6 inches to 1 foot away from the subject's mouth. When using a shotgun microphone, place it on a pole or hold it within two-three feet of the subject's face. Shotgun microphones are directional so it needs to be "aimed" at the subject's mouth to get the best sound. Be sure it doesn't look awkward in the video frame. If you use a radio microphone, clip it to the interviewee's clothing, as close as you can to their mouth.

Interviewing Tips

- Always ask the interviewee to pronounce and spell their first and last name. Record their answer in case you need the spelling for on screen graphics later.
- Ask the interviewee to restate the question in their answer.
 - For example: "What is your favorite dessert?" "My favorite dessert is cake."
- If the interviewee seems to be giving weak or short answers, encourage them by following up with questions such as "Why do you feel that way?"
- Encourage your interviewees to continue by nodding and smiling but not by saying anything or by making encouraging sounds; such sounds are often impossible to edit out.
- Try to ask "open ended questions" such as, "Tell me what you know about how waste water is treated."
- Stand to either the right or left of the camera and as close to the tripod as possible. Make sure the interviewee looks at you instead of looking directly into the camera.

Shooting "B-Roll" and Cut-a-ways:

- The most interesting visuals are people doing things- working, playing, and interacting. To achieve this, ask the interviewee: "Can you show me what you do?"
- Get a variety of different shots to tell your story.
- Wide shots are great for establishing the location of the story
- Medium shots are best for showing groups of people.
- Tight shots are best to show detail and emotion ("cut-aways").

- Avoid zooming and moving the camera when you are recording. If you chose to move the camera or zoom, make sure you do it in a smooth motion.
- Be sure to record natural sound. This is the background noise you would hear if you were actually at the event. You can use the built-in camera microphone for this
- B-roll footage is as important as the interviews and you can never have enough. It is better to shoot more footage than needed than to be short on footage.
- Switch off your camera when you're not filming.

Script Writer's checklist:

- Always set-up your piece – every story as an introduction; a body; and an ending.
- Every story involves: *Who, What, When, Where, Why and How?*
- Start the story with an engaging lead sentence – grab your audience's attention.
- Construct short sentences with strong verbs.
- Always use active voice but never say you are "Live" at an event
- Speak clearly and enunciate. Use complete sentences.
- When you are on camera, your emotion should match the story. (Do not smile at a natural disaster and don't be stern at a carnival.)
- Concluding tags are good – they leave your audience with a message.

Important Notes for on-Camera Talent:

- Make sure you have an open stance while reporting.
- Look at the camera and hold the microphone with one hand.
- Your shoulders should be slightly turned to the camera so the shoulder on the same side as the microphone is closer to the camera by a few inches.
- Use the hand without the microphone to gesture at the area behind you if needed.
- The camera should be pointed such that you are in the middle with a little bit more space on the side without the microphone.
- Make sure the microphone is held in front of your chest while you speak. It should be held 6 inches away from your mouth. 6 inches is approximately the height of your two fists when stacked on top of each other.
- Always count yourself down before each take. Count yourself down from 5, but count the last two seconds in your head, not aloud. This gives the editor time to make transitions easier. For example: you would say "5, 4, 3", then think "2,1" in your head before beginning your stand-up.
- Hold still when doing a stand up. Avoid rocking from side to side while doing your stand up. It is distracting to the viewers.

Tips for crafting a live shot or a stand up:

- Enunciate your words clearly.
- Don't speak quickly – remember that some people have difficulty understanding.
- Get right to the point- say what you want to say – don't "waffle".
- Explain where you can; give your viewers what they need to know.
- Conclude by giving your locations, your name, and your affiliation.
 - For example, "From Orange County, California, I'm John Citizen for Safe Worlds IPTV."

