

Video Doesn't Kill the Radio Star

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Introductions

Who are we? Who do we think we are? Why do we get to talk to all of you about video?

Who are you? Why are you here?

Do your stations do video now, how does it look?

What are the responsibilities of your video teams? Exclusively video?

Talking about needs: This is mainly introductory.

Why Video?

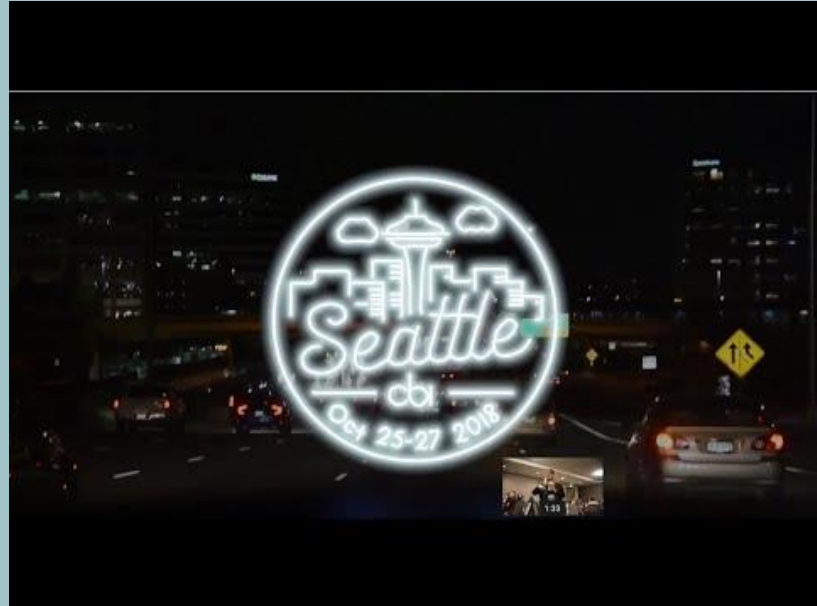
Radio is the “voice” Video is the “face” (also your members are the voice and face but whatever, the metaphor works)

Video can be silent and still be branded

Opportunities for staffers:

Builds skills, includes them!

Video is very useful for audience conversion.



IS VIDEO THAT SCARY?

WHAT DO WE THINK ABOUT VIDEO?

HOW WOULD YOU DEFINE VIDEO?

A LOT OF PEOPLE THINK VIDEO IS DAUNTING BECAUSE

THEY KNOW A BAD VIDEO WHEN THEY SEE IT.

SO WE NEED TO SHOW MASTERY OF THE FORM



Promos for the Station

This is where to start

Who writes Promos for on-air?

Do the same thing with video!

What about your station are you trying to sell?

Show us.



Consistency & Branding!

Branded intros, referrals to other videos & website for in-studio podcast!

Semi-transparent logos - Work WITH Graphic Designers

30-second snapshots of the videos for socials



Nitty Gritty of Tech you'd need

A cell phone - no really.

What WPTS uses:

Rentals from UPTV and our Library.

Sony NEX EA50UH which has been discontinued on B&H which is our go to dealer.

So Canon C100 is our “industry standard” Digital Cine camera we are acquiring.

Basic DSLR works too, Nikon D5600 (if you use manual focus) or Sony Alpha 6500

Continued

Starting out you may want something more versatile for shooting: a DSLR camera

We use the Canon T5i which is a dependable camera.

Powerful DSLRs are the Canon 5d Mark 4 and the Panasonic GH5

These are about lenses now:

About needs: what kind of shooting are you doing?

Happy to give recommendations

Continued 2: First Blood.

Software worth learning and using:

Final Cut Pro

Adobe Premiere Pro

Side stuff:

After Effects (Special effects, 2D intros) color grading a cat

And motion graphics!

Blender (3D modeling software, used for KCSU intro)

Storage!

*Don't forget to back-up your videos,
audio, and save it in a safe file!*

SD Cards: can't get enough of them, even the micro ones.

External Hard Drives: Can't get enough of them either

Videos, especially with graphics and such, take up a lot of space

.MOV's are larger than .MP4's, also keep this in mind.

Video is worth keeping because you never know when you might need it.

Upcycle videos and dissect them!

Have bands play in-studio? Get some sick content!

