

Your
PASSPORT

TO PROFITABILITY



Orlando

Pinecastle



Communications Hot Topics

Using Video in Your Work

GCSAATV staff

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Elements to document with video

- Before, during and after a major project or renovation.
- An event you want to remember or share.
- Something you want to communicate with your members.
- Something you want to use to help convince your owner to try something new.





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- Something cool or unusual you want to share, like an eagle raising its eaglets.
 - Challenges and solutions: disease and successful treatment; storm damage and clean-up; an airplane using a par 5 fairway for a runway.
 - Something you should share with local media (environment, working with schools, etc.).
 - Something a fellow superintendent is doing that you would like to try.





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Before you start taping

- Think about exactly what you are trying to accomplish
- Think about your audience and their level of knowledge to gear the content accordingly.
- Plan and make an outline of the shots you need to shoot.
- Brevity is best.
- Prepare those you intend to film so they are ready and can add their ideas.
- Rehearse. It pays big dividends. Practicing helps you avoid surprises.





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12 rules for shooting

1. Use a tripod. Nobody wants to watch a bouncy image.
2. However, sometimes hand held can enhance the message or effect.
3. Pay attention to audio. Decent microphones are under \$100. If you are reading a script go into a small, quiet space to reduce echo effect (a clothes closet works).
4. Use light to your advantage - into sun for grass, sun behind your back for people. Buy a reflector (4x8 sheets at Home Depot).
5. Composition - 1/3, 1/3, 1/3. Look at the foreground and background.
6. Avoid zooms, pans and tilts. Sometimes they are necessary but keep to a minimum.





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7. Subjects should avoid wearing very bright and very dark colors, also pinstripes and other tight patterns. Remove hats and sunglasses.
8. Don't shoot people without their permission - especially if you are going to go public (website, youtube, facebook, etc.).
9. Take your time. It can be embarrassing shooting people you know, but have fun and don't rush.
10. Let subjects leave the frame.
11. Usually a close up is more interesting than a wide shot, but give perspective. Shoot wide, medium and tight.
12. Clean the lens. Use lens tissue or a clean 100% cotton cloth.



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Keys to editing

1. View all of your footage several times and make notes. Really think about what it is that you are trying to accomplish.
2. Never do anything just to do it, especially transitions. Cuts and dissolves are best, as a transition should not draw attention to itself.
3. Pacing is king, think about when you make a cut. You can create tension and release. Never pace anything exactly to the beat.
4. Use music, however if you are going to make it public **DO NOT** use copyrighted music. Use cheap stock music or make your own.
5. Pick up shots after the camera settles.





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6. Let subjects leave the frame.
7. More is less. An awesome 5-minute video is better than an okay 40-minute video.
8. Close ups are typically more interesting (establishing shot)
9. Keep graphics simple, no drop-shadows, no wild fonts.
10. Have a beginning and a end. Keep pacing and quality of shots consistent throughout - don't use all your best stuff up front.
11. Watch TV for ideas on how the pros handle shots, graphics, sound.



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Questions?

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