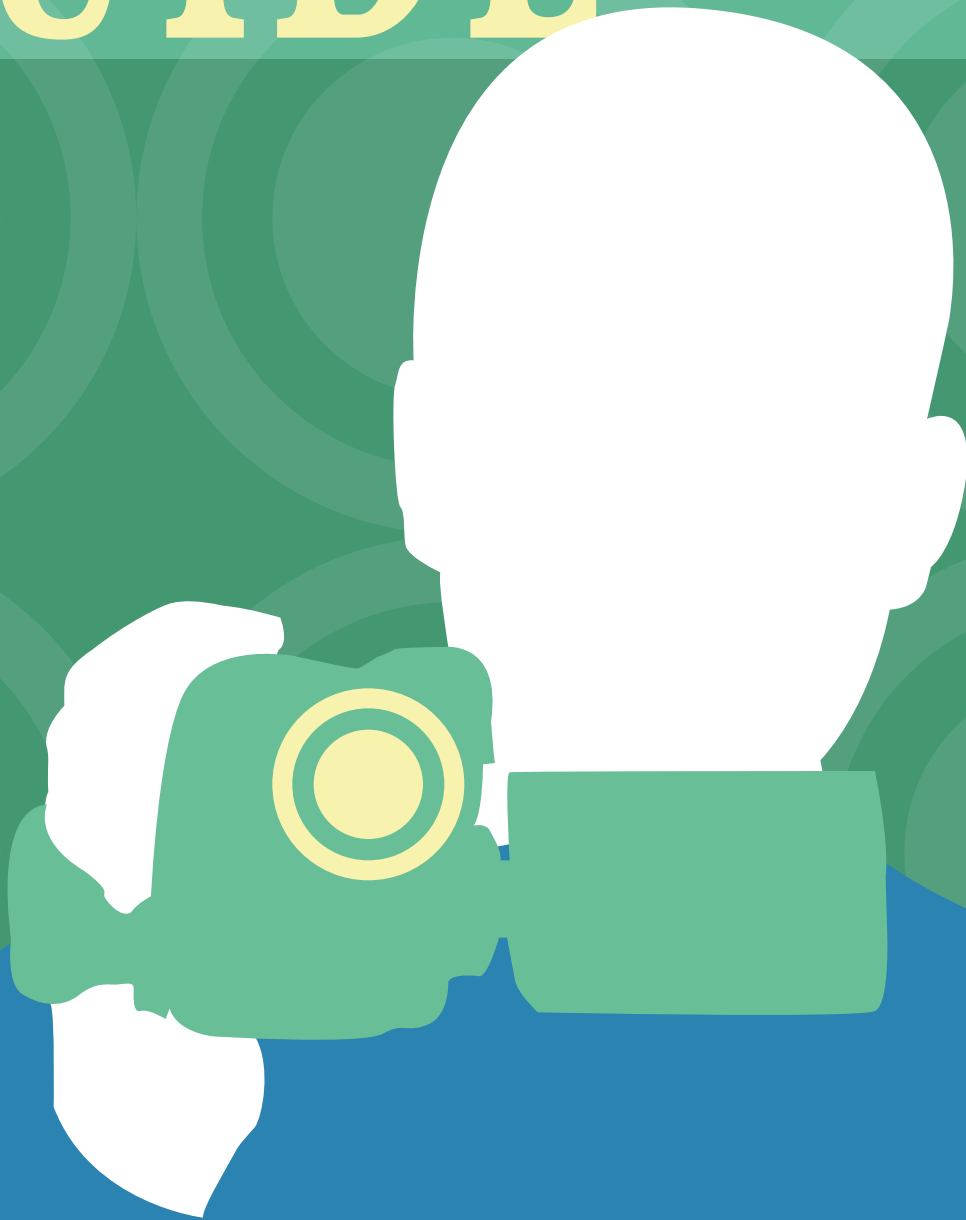


roadtrip nation's

# FILMING GUIDE



# video recording- guidelines

Hi there! Ready for your roadtrip yet? Here are some tips to help YOU get the most out of your experience and for US to get the most out of your content! These are suggestions. We do not expect you to use the best equipment and record everything, but the better the quality, the more ways we can share your experience with others! By "quality", we mean that we simply want to make sure that we can see and hear everyone well. After you watch "The Open Road" documentary, you'll see that rough footage is just what Roadtrip Nation was born on.

## Equipment what you'll need

You are required to video your interviews and roadtrip on mini dv format tapes.

We can't say it enough – **get good audio of the interviews!** In order to do so, you must have a microphone of some kind. Even if you have access to a good video camera, it will not be enough to get good audio. You will need to get a microphone that can be closer than the video camera will be (you must have a microphone within 3 feet of the person speaking).

Equipment Options and their corresponding uses:

**Content could be used for anything including TV, documentaries, radio, books, website, magazine/newsletter etc..**

1. -Professional quality MiniDV Video Camera (best/most ideal option)  
**\*\*YOU ARE REQUIRED TO USE A VIDEO CAMERA/CAMCORDER THAT RECORDS ON MINI DV FORMAT TAPES!!\*\***  
-Wireless lavalier microphone - the little black mic that hooks onto the person's shirt, between the 2nd and 3rd button on the upper chest. The little mic is connected to a black box (transmitter) that can be clipped onto the back of his/her pants with another corresponding black box (receiver) that is connected to the camera.
2. - Mini DV Camcorder and a non-wireless microphone  
You can buy/rent either a clip-on lapel microphone (lavalier) that can be plugged into the "mic input" in a video camera. Make sure the chord/wire is long enough to go from the person to the camera and also make sure you have the proper plug-in/adaptor.
3. - Mini DV Camcorder Handheld or "Shotgun" microphone.  
This is the same option as #2, however you're using one of those microphones you see a stand-up comedian using or just a better mic, called a "shotgun" mic that clips onto the camera. Both of these options are worthless if they are any farther than 3 feet away from the person speaking.
4. Any of the above options plus a digital still camera (We want you to take still pics for the website too!)

**\*\* You are required to turn in your master tapes (mini DV format only!) with clear video and audio to receive the grant!!! We canNOT accept old school tapes/formats because they don't transfer well/aren't broadcast quality, so let us know if we can help you find the right camera.\*\***

# Equipment

continued

## If you're going shopping:

The most economical option is to rent-out camera equipment from a television department at school or borrow it from a friend. We obviously don't expect you to go out and spend thousands of dollars on professional-quality cameras and wireless mics for this project. Digital camcorders are pretty easy to come by these days since they can be purchased for a few hundred dollars. So, hopefully you can track one down. The following accessories/parts can be found at your local electronics store and are pretty reasonable (Radio Shack, Best Buy, Circuit City, Fry's Electronics, etc.) It would be great if you used a small portion of your grant to pick up some of these items:

- **Sony Stereo Electret Condenser Microphone - \$50**

This is the little mic that clips onto someone's shirt. It has a wire that is pretty short, so you'll probably need an extension (see below).

- **Handheld Microphone - \$29-59**

This is the kind you'd get with a karaoke machine. Just make sure it has the proper adaptor to plug into a camcorder and that it's close to the interviewee.

- **If you need an extension (the wire/chord on the mic is not long enough), you'll need a few things** 1. RCA 1/4" stereo 20 ft headphone extension (\$7) – extends headphones 20 ft from an audio source. 2. Phillips 1/4" audio adaptor (\$3) - Converts mini stereo plug (3.5mm) into stereo plug (1/4"). 3. GE Stereo headphone adaptor (\$2) – Converts 1/4" stereo plug to 3/5 mm stereo plug.

- **Mini DV tapes (DVC)** – Digital Video Cassette (\$40 for a 10-pack) or order if from [www.taperesources.com](http://www.taperesources.com) for a cheaper price.

If you head to an electronics store, just bring in whatever equipment you have (or bring this informative guide in) and ask a salesperson what you need if you're recording interviews and need good quality sound. You can also call us at RTN if you have specific questions and we'll try our best to help!

## what to record

Get as much of your experience on tape as possible! If you are going to focus on anything, make sure to get the interviews and the rest is bonus and tells a great story. Tape is cheap so keep the camera rolling! Show us everywhere you go and everything you do on your roadtrip! Be sure to get as much narration and "sounds from the road" as possible. For example, have a teammate say into the camera, "OK, we're starting our roadtrip." Then, record the sound of the engine of your car starting. Introduce yourselves to us into the camera. Tell your audience who you are, where you go/went to school, why you are hitting the road, etc. Before an interview, record some of the sounds around the interviewee's work place. If you are interviewing a dairy farmer, get sounds of him talking about it and milking a cow or walking around the farm in his boots. This is a great chance to be creative and experiment! The more we see and hear, the more great content we have to edit together to produce something (for TV, radio, etc.). Below, we will focus on how to shoot your interviews well because the interviews are what's most important (and required) to capture.

## the cold call

Before you make each call, in an attempt to book an interview, explain to us on camera/tape recorder why you would like

to meet this person and hear their story. Then, show you picking-up the phone, and talking to the person who picks up on the other end of the line. It would be great to hear your pitch (your story and why you are interested in meeting with this individual). Remember to be genuine! Allow this person to gain some perspective on who you are and that you simply want to have a conversation with them. Feel free to explain that you received a grant from Roadtrip Nation, but be sure to tell them why you think this person could inspire you first.

## driving

Show the team in the car. Show someone doing the driving. Show some scenery that depicts where you are or where you're going. Street signs and landmarks are a great way to tell the story.

## arriving at the interview

Give us a feel for where this person works. A sign on a building is really helpful. Tell us where you are/where you are going and be descriptive! Show some other people working and what is happening in the workplace. Show your team walking into the interview, meeting the person for the first time and sitting down with them.

# what to record

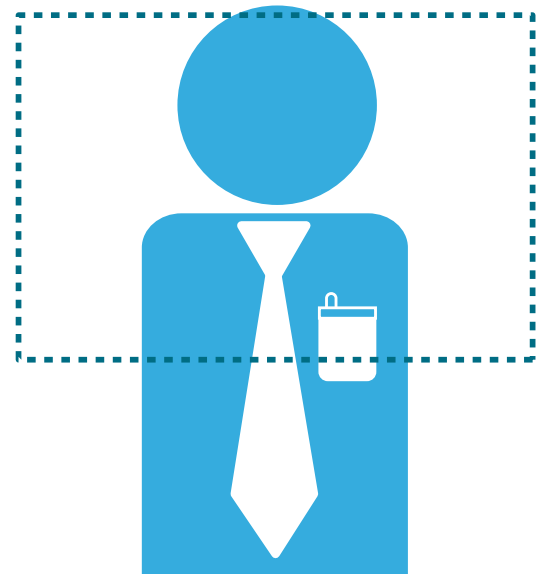
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## the interview

### If you have 1 camera:

Make sure that the camera is on the leader during the entire time they are talking. Be careful and assure that he/she is in frame and doesn't go out of it. **Even when someone else talks (when someone on your team asks a question) do NOT take the camera off of the leader!** Do not go back-and-forth between the people talking or we will miss the beginning of each person's sentence.

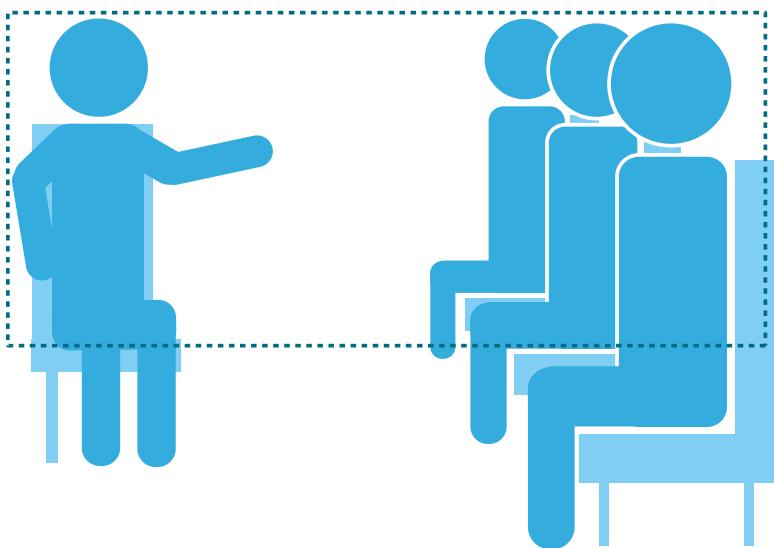
The camera should be on a tripod or set on something stable (like books) so it's not shaky. Do not have a "cameraperson" hold the camera when shooting an interview. If you have enough people, have someone look through the viewfinder from time-to-time during the interview, while it is set down on something sturdy, so if the interviewee shuffles around, the camera will stay focused on them. Please do not zoom in-and-out, unless you are really comfortable with a camera and there is another camera on the person (that you can use as backup). We don't want to miss anything the leader says or does! You worked hard to book this interview! You will probably not be able to re-interview this individual, so this is your chance! We can always go back and dub-in your questions. We want to see the interviewee and make this person accessible to other students who are also interested in hearing/seeing them!



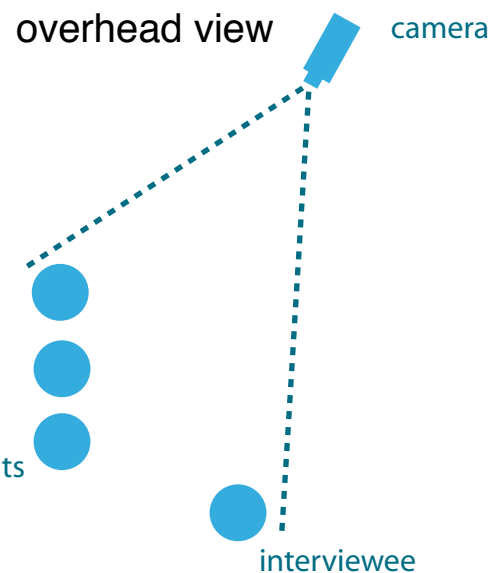
Frame the interviewee straight-on, with the top just above the person's hair line. The bottom should cut him/her off at mid-chest.

### If you have 2 or more cameras:

While camera 1 is on the leader/interviewee, camera 2 should show a wide-shot of you/your team and the leader. Show the conversation with your team asking questions/reacting and the interviewee talking/reacting.



BE SURE to plug the microphone into the camera that's recording the interviewee (camera 1), NOT the camera with the wide shot (camera 2).



Show a wide-shot that includes the person being interviewed and your team of students asking the questions. Avoid a profile shot. So, be conscious of where everyone sits down.

# the interview

## continued

### Make Sure:

- Your camera batteries are charged
- You have enough tape (start with a fresh tape when you start an interview.)
- You take the lens cap off!
- You check that the sound is working (plug in some earphones/a headset – even from your ipod, etc. and make sure the sound level is good. All cameras should have a headphone input).
- When recording, keep the camera movement to a minimum. Do not zoom or pan unless you are very comfortable with a camera and you are sure the leader is being shot in a complimentary way.
- If you're using a clip-on microphone, make sure it's clipped near the collar of the interviewee's shirt.  
If you're using a shotgun mic or the standard mic on the camera, be sure the mic is no more than 3 ft from the interviewee.  
If you have to sacrifice something, ALWAYS SACRIFICE THE VISUAL FOR THE AUDIO. If you can't get the camera close enough to get a good shot, forget about the visual and get the camera close enough, so we can hear everything clearly.  
Without audio, nothing works.

\*Tip for making your "interviews" interesting to watch for the RTN audience of students like you...

### **Don't go into the "interview" with a list of questions or you will forget to listen to what the person is saying.**

This is your chance to get advice and be inspired, not to show off your hard-hitting, journalistic series of questions! We want to see you get as much out of the meeting as possible! This should be more of a personal conversation (rather than a formal interview, Barbara Walters). Ask something broad like, "How did you get to be where you are today?" Listen to their story and, as the conversation progresses, go deeper. When appropriate, don't settle for surface-level responses. Stay away from company-related questions like, "What makes your company's widgets better than the competition's?" However, if you are interested in doing what your chosen leader does, feel free to go beyond his/her story about how they got to be where they are, and ask advice or specific questions about how **exactly** you could be "successful" like they are. Get a tour of where they work and have the leader show you a "hands on" example of what they do while they're at work. Always respect the interviewee's time, but you can say, "If you have a moment to show us your office, that would be amazing!"

## after the interview

Show your team leaving the leader and where he/she works. Take some time out to have an "afterthoughts" session, where you and/or your group discusses the interview and how you were affected by the experience or what he/she had to say. Share what you liked (or disliked) about the person you chose to meet with and what resonated with you.

Then, show your team jump back into the car and head off of the property, out of town and onto the next destination or interview! Don't forget to narrate what you're doing!

When your roadtrip is over and it's time to turn in your content:

**Label all of your tapes** (date, time of day you started recording on that tape, and what it is).

**Turn in the master tapes** – this is required. These are the original, un-edited, un-duplicated tapes. If you would like a copy of your footage, you may make a copy and keep the copy. To make a copy, you will require two recording devices (2 cameras or 2 VCRS). If you need us to make copies for you, we will, but it will take us a bit longer than doing it yourself or finding a local company to do it. Roadtrip Nation needs to have the original masters, because they will have the highest quality that is usable for television. If you wish to edit together something on your own, we would love to see it (and may wish to use it for broadcasting), but your un-edited version is required.

We want to watch/hear it as it happens. If it's shaky, if you trip while walking up the stairs, whatever's on the tape... don't worry about it (as long as you aren't talking trash on the girl running the RTN grant program)! When in doubt, record!

## Good luck and have fun!