

PRODUCING EXTENSION VIDEOS

Here are some tips, guidelines, and helpful links for producing your own Extension videos.

SUBMISSIONS TO DASNR'S YOUTUBE CHANNEL

For publishing a video on the OKStateDASNR YouTube channel, a title and description must be provided. The description can include links to webpages or other videos. In addition, ACS requires the name and email of the Extension employee responsible for the video. This might include answering commenter questions or dealing with copyrighted related issues.

As a general rule, only approved comments are allowed on OKStateDASNR. Serious questions that are posted will be referred to the specialist for comment. In special circumstances, comments may be turned off.

In addition, if the video is part of a series or event, please provide that information as well, along with the total number of videos. A series of videos can be grouped into a playlist.

Please email this information to Craig Woods at craig.woods@okstate.edu along with the video in a downloadable link. Video files also may be placed on an external hard drive or flash drive and delivered to 152 Ag North on campus. Include:

- Title
- Name of presenter
- Description
- Name of event (if any)
- Number of videos in series
- OCES contact per

RULES FOR VIDEOS PRODUCED WITHIN DASNR

Captioning

ADA compliance on all materials produced by OCES and other state agencies is set forth in the State of Oklahoma Information Technology Accessibility Standards (<https://www.ok.gov/accessibility/OkEITStandards.html#scope>). All videos put on YouTube must be captioned. When uploaded, YouTube automatically captions them through machine translation. *However, the accuracy of this transcription is probably not good enough to be in compliance with the law.* Accurate captioning should be made available at the time the video is made public and it is the responsibility of the department or specialist producing the video to ensure accuracy.

Captions can be accomplished in several ways. If a specialist has direct access to the YouTube channel, corrections to the automatic captions can be made through the YouTube Caption Editor (<https://support.google.com/youtube/answer/2734796?hl=en#>). Departments and specialists can also purchase captioning directly through YouTube or from third party companies such as [Rev.com](https://www.rev.com) or [3Play Media](https://www.3playmedia.com). YouTube also allows for uploading a transcription of the video that it will autosync to the video. For video submitted to the OKStateDASNR YouTube channel, ACS can provide a copy of the YouTube captioning file for correction. Departments can use their own personnel such as the specialist, staff or student to write a word-for-word transcription of the video.



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Videos uploaded to Facebook have the same captioning requirements, however, Facebook does not have the ability to auto sync transcriptions (https://www.facebook.com/help/509746615868430?helpref=faq_content). Automatic captioning can be generated, however, it likely will not be to the level of accuracy required by law. The files can be downloaded, corrected and then uploaded back to the video. Departments or specialists can also use third party companies to create .SRT files for upload, or university personnel with [the appropriate software](#) to create them.

Videos posted on other sites such as Vimeo also have the same requirements. Please check with the video system for details on captioning.

Live videos such as those on Facebook are not required to be immediately captioned, but must have captioned loaded with

Use of Logos

All OSU, DASNR and Extension logos must adhere to Oklahoma State University and DASNR graphic standards (<http://acs.okstate.edu/toolbox/marketing/dasnr-brand-standards>). Logos are available at <http://acs.okstate.edu/logo-farm>. Videos should have the official, approved five-second OCES Educator Stinger at the beginning. Download the stinger here: <https://drive.google.com/open?id=0B-tsVYyEVf2FMIV0emItRE9OdOE>

If you have questions or need assistance, please contact Agricultural Communications Services.

Use of Music

When using music, unless the song is in the public domain, you must either get permission or obtain a license from the copyright holder.

If you have purchased music, such as a CD or on a song on iTunes, you do not own the rights and still need permission or a license to use it in public.

Links to royalty free music: <http://www.bensound>.

<https://www.youtube.com/channel/UChT8qITGkBVXksR1ByIn-wA>

Use of Copyrighted Video & Trademarked Information

When using a copyrighted video for public viewing, you need to either get permission or a license from the copyright holder.

Link to the federal copyright law: <https://www.law.cornell.edu/uscode/text/17/102>

Article about trademarks in videos:

<https://www.videomaker.com/article/c19/14756-whats-legal-avoiding-trademark-infringement-in-your-documentary>

According to the United States Patent and Trademark Office (USPTO), a trademark is “a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the goods of one party from those of others.”

In general, we should think of trademarks as businesses and remember they may or may not be seen as endorsements by Oklahoma State University.

Creative Commons

A great deal of material is available online that can be used in non-commercial and education videos under a Creative Commons license. Most of the time the only requirement of the CC license, other than being a non-commercial production, is to properly attribute the used work. However, be sure to verify the type of agreement the particular work is released under.



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Attribution

Whenever you use any video, photo, or musical element that is not created by you, whether it is an approved copyright work or Creative Commons license, you need to provide appropriate attribution. This attribution should be presented on the screen in legible-sized text (generally use white or black text to contrast with background) in the following format:

- Video by:
- Music by:
- Photo by:

Model Releases

When you are creating a video it is important to make everyone aware you are photographing them and what you intend to do with the video. We suggest you have anyone who is not employed by OSU sign a consent form. Minors will need to have their parent or guardian fill out the form, although some schools already will have photographic consent forms on file.

<https://www.videomaker.com/article/f16/15398-why-do-you-need-release-form>

When do you need a release?

- If you are using a person in your video for commercial purposes.
- If the event is private, you might need permission from the owner, or agent of the property, but that is often implied or agreed upon with the person or organization booking the venue.
- You record video someone (unknown or celebrity) in a public place who happens to be holding a can of Pepsi, Budweiser or Red Bull, for example. You can use that image, except if you are using it as an advertisement for that, or any other company. Why? You're implying he or she is endorsing that product.
- If the shot was taken ON private property.
- If the shot was taken OF private property, even if you are standing on public property.

When do I NOT need a release?

- When you're at a public place such as the beach, on the street or a government owned building like a courthouse, county fairgrounds, university or federal park.
- Any time you are recording video in a public place that is not a private gathering.

Additional Thoughts

- Always ask permission to record video footage of children. If you are told a child cannot be photographed, it is imperative you do not use any footage that shows that child.
- If someone asks you not to use their image, do not use their image, even if they are in a public place.

APPROPRIATENESS OF MESSAGE AND GATHERING OF VIDEO

Anyone involved with gathering, producing and uploading content must always be aware that everything produced is a reflection of Oklahoma Cooperative Extension, DASNR and Oklahoma State University. When recording video, always ask permission of the person you want to show on camera. If the subject or subjects are minors, always ask the permission of their parent or guardian to record them, or check with their teacher or leader to ensure a media consent form is signed and on file. (see previous section)

If covering an event or meeting, call the organizer or the person in charge and let them know you will be recording video footage of the event. Work out logistical details in advance, if possible, to help prevent disruptions.



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Even though the law states that no one should expect privacy in public places, use your best judgement and be gracious and accommodating to anyone who asks about what you are doing or doesn't want to be included.

VIDEO PRODUCTION EQUIPMENT

It is impossible to provide all of the technical information there is to know about shooting good video, but the following information is a good start on some of the basics, as well as some of the common pitfalls to avoid.

Equipment

Cameras

Cell phone Camera

- o In your pocket
- o Good quality camera
- o Limited storage space can limit how much you can record
- o Video will distort if phone moves while shooting
- o Audio is not good if you are at a distance/noisy environment

Tips for cell phone camera shooting

- o Most cameras will allow you to select the focus by touching the screen and adjust a slider to change the exposure. This can greatly increase the quality of your image.
- o Consider using a lavalier microphone that plugs into the phone. There are adapters for your phone and microphones for sale online for less than \$10.
- o Low cost adapter lenses attach to your phone over the camera allow you to shoot wider, closer, telephoto. The quality of these lenses can vary, but if you are shooting a lot with your phone, they can provide you many useful capabilities.
- o Be still when you shoot.
- o Get a tripod mount (described below)

GoPro or other sport camera

- o Convenient
- o Wide angle for tight spots
- o Excellent quality

- o Wide angle for tight spots
- o Usually has removable storage for plenty of recording capacity
- o Built-in microphone has problems at distance/noisy environment
- o Can give first person perspective if mounted on the person doing a demonstration
- o Can usually get wet, dirty, or otherwise roughed up
- o No zoom

Tips for sport camera shooting

- o Try to keep the camera
- o Get a protective enclosure for the camera and get creative
- o Tether the camera to prevent loss
- o Watch minimum distance
- o Usually has removable storage for plenty of recording capacity
- o Avoid the temptation to move the camera around a lot

Drone (Unmanned Aerial Vehicle) Camera

- o Most important: a license is required by law to use one in a professional manner
- o Most drones have good a camera
- o Can take you places or give you an angle you can't get otherwise
- o Removable storage
- o Audio can be a problem/noisy
- o Can't get close
- o Can't shoot around people safely



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Tips for drone camera shooting

- o The FAA sUAV certificate is required in order to use a drone to collect video for your job or to collect video for someone else's job. Not having a certificate is a violation of federal law. Do not put yourself or OSU at risk by using video from an unlicensed operator. You can find information on the laws governing use of sUAVs (drones), certification information and study guides, location of testing sites, and the link to register your drone on the FAA website at: <https://www.faa.gov/uas/>
- o Be deliberate in your movements
- o Think of the drone as a camera and not an aircraft.
- o You don't have to be moving to get an amazing shot; sometimes you just need the angle.
- o Don't take risks!
- o Can't get close
- o Use the manual controls on the camera to adjust the exposure and focus

Video camera

- o Great quality video
- o Removable storage
- o Flip-out viewfinder
- o Removable storage
- o Better audio than other options
- o Connectors for external audio and headphones
- o Probably has some manual controls

Tips for video camera shooting

- o Has a servo lens to zoom in or out
- o Use a tripod for most shots but experiment with handheld
- o Know where the controls are and use whatever manual controls are available
- o Use headphones to monitor the audio
- o Extra batteries or the ability to hook to AC power is useful

DSLR

- o Best quality image
- o Shallow depth of field
- o You might already have one

- o Can also shoot still photography
- o Interchangeable lenses for different situations

Tips for DSLR camera shooting

- o Unless you have a wide angle lens, you definitely need a tripod
- o Can be difficult to shoot with, because of holding the camera still
- o With shallow depth of field, it might be difficult to keep in focus
- o Few have smooth zoom lenses like a traditional video camera does
- o DSLRs tend to have multiple options for video recording formats. Research what is best for your need. Higher resolution will create larger files and increase editing time, so use what you need.
- o Be sure to set the record format to 30 fps (frames per second) and not 24.
- o Higher fps than 30 will record slow high quality slow motion video.
- o DSLRs are power hungry in video mode. Have extra batteries.

Other Useful Equipment

Tripod

A tripod is an essential piece of equipment for shooting good video. A stable platform keeps the video from being shaky, removes the noise of handling the camera, and will keep your arms from getting tired. It doesn't have to be expensive. In fact, you might already have a still camera tripod you could use.



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Cell phone mount for tripod

There are inexpensive mounts to connect your cell phone to a tripod. One such product is linked below, but we have seen similar devices on the end of selfie sticks at discount stores and as promotional giveaways.

https://www.bhphotovideo.com/c/product/1249637-REG/xuma_mta_300b_smartphone_mount.html

Cell phone audio adapter

In order to get a microphone into many cell phones you need to purchase an adapter for the headphone plug or the USB connection. These are generally inexpensive and many of them will let you plug in a set of headphones and a microphone. Only some specialized audio recording applications will let you monitor the audio through the headphone adapter at the same time that you record, but you can listen to playback of your recordings.

https://www.bhphotovideo.com/c/product/1030239-REG/azden_hx_mi_cbl_audio_adapter_with.html



If you have an Apple device with a “Lightning” connector you will need the Lightning-to-3.5mm (headphone) dongle that came with your phone. **Important note:** You need to connect the microphone to the adapter, then the adapter to the dongle, before connecting the dongle to the phone, or it will not recognize the microphone and use the internal phone microphone. d the Lightning-t

Microphones

You will always increase the quality of your productions with an external microphone. The closer you can get the microphone to the subject the better the sound.

Lavalier - Also called clip or lapel mic because it is a small microphone that clips to your lapel or other

clothing. You can purchase wired or wireless versions. *Shotgun* - A long cylindrical microphone you can aim at the source of the sound. Can be great for picking up natural sound. In high-end productions, a shotgun microphone is often used on the end of a pole, or boom. Other than for natural sound, we don't recommend using a shotgun microphone for amateur productions unless it is the only microphone available. *Wireless* - Wireless microphones are a great way to get the microphone close to the subject, yet keep them mobile and not have to deal with cords. You can find some acceptable inexpensive wireless systems, but be sure to do your homework.

Voice Over Microphone - You can use any of the above microphones for voice overs or you might already have a good quality microphone like a USB, headset, or handheld microphone.

Lavalier microphone:

https://www.bhphotovideo.com/c/product/1059342-REG/rode_smartlav_smart_lav_lav_mic_for.html

Shotgun microphone:

https://www.bhphotovideo.com/c/product/1201397-REG/polsen_sms_45a_sms_45_mini_shotgun_stereo.html

Shotgun microphone specifically for a phone:

<https://www.amazon.com/Rode-VideoMic-Directional-Microphone-Phones/dp/B018KIJGU8>

Wireless Microphone:

https://www.bhphotovideo.com/c/product/68061-REG/Audio_Technica_W88_68_830_Pro_88W_Camera.html

USB microphone for voice over:

https://www.bhphotovideo.com/c/product/1252289-REG/blue_snowball_ice_black_snowball_usb_condenser_microphone.htm



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Editing Software

There are many editing applications currently available. You can do a lot with the built in editors on tablets or move up to something like iMovie on the Mac or Premiere for Mac or Windows. For basic editing, you can do what you need with whatever app you have available.

GENERAL VIDEO SHOOTING TIPS

- Every camera lens has a minimum focal point, where, if you get the camera closer, it cannot focus on the item. Find your camera's minimum focal point and be sure to stay farther away than that distance.
- Use a tripod. Shaky video is very distracting for viewers.
- If you do hand hold the camera, adjust the zoom to be as wide as possible and get closer. The wider angle will show less shake.
- B-roll (also called tights, cover or cutaways) This is an old film term for everything that is not the speaking subject(s) or A-roll. This includes close-ups, wide angles, reaction shots, etc. This is where you can really make your video look good! You can overlay b-roll on top of your other video to better show an object or procedure, edit out mistakes or unneeded information, and just make it generally more interesting to look at. Get the stuff that you need, preferably while using a tripod, then do some experimentation.
- You can never have too much b-roll!
- Rehearse and walk through how you are going to shoot. Think about where the camera needs to be, where you can break, the best way to face the subject or illustrate a point. It's a good idea to write down what b-roll shots you are going to need and use that as a checklist. You can always add more, but you don't want to forget to shoot the important stuff.

Do's & Don'ts

- o Do use a tripod
- o Don't use the digital zoom. It will look bad; just get closer or let it be.
- o Don't cross the line. If someone is walking from right to left don't have them walking left to right in the next shot or it will look like they are going back to where they started. If you start editing and you have crossed the line you can insert a cutaway.
- o Set the camera for color (Sunny/Cloudy/Indoor/Fluorescent) if it has that capability

Framing the shot

Framing the shot is how you set up what you are showing to the viewer on the screen. Ideally, start your video with a wide shot to let the viewer know where they are, a medium shot to introduce your subject and then close-ups to show the details of what you are talking about.

Basic Guidelines for framing the shot:

- o Try to maximize what you are showing on screen. Get close when possible.
- o If someone is looking to the side, make sure you leave room on the side of the screen that are looking toward. Otherwise, it looks like they are shoved up next to the edge.
- o Rarely do you want the subject in the middle of the screen from side to side or top to bottom. It is really common for beginning photographers or videographers to put the subject's face in the middle of the screen. This looks unnatural. In a shot that frames the subject from the top of someone's head to their waist, you should have about half a head's worth of daylight above them.

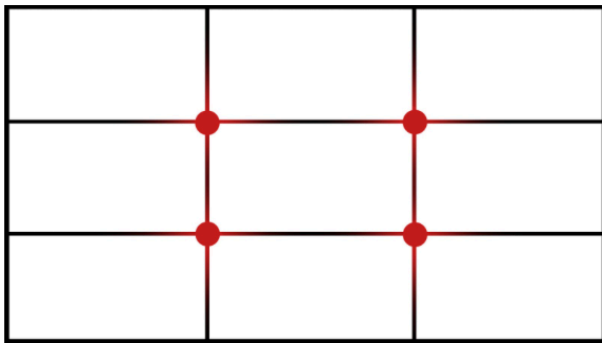


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- o There is an brief but excellent primer on headroom framing with illustrative images on Wikipedia at: [https://en.wikipedia.org/wiki/Headroom_\(photographic_framing\)](https://en.wikipedia.org/wiki/Headroom_(photographic_framing))
- o Rule of Thirds - If you divide a screen into thirds, both horizontally and vertically, where the four places where the lines intersect are generally the most powerful parts of the screen, and should be used for people's eyes or the important parts of what you are wanting to show. This is not the only method of composing an image but it is easy to use and is extremely effective in creating an appealing image in photography and video.



In this illustration the red dots denote the impact areas of an image in rule of thirds composition

More information on Rule of Thirds composition can be found online at: <https://digital-photography-school.com/rule-of-thirds/>

Sound

- o Get the microphone close
- o Use music to provide transitions between topics, to pep up a long video or to set a mood. Make sure you have permission to use the music and that it is appropriate to your audience.
- o Voice over is when you record someone's voice and then edit footage or graphics on top of it. You can also use voice over to introduce a segment, let people know where they can go for more information or add something that was left out.

Record voice over in a quiet room that doesn't have bare walls for the best quality. You can also suspend thick fabric, like a quilt, to absorb sound reflection for greater quality.

- o Adjust levels - When editing, be sure to adjust audio levels. Voices should be about 80% and any music playing at the same time as speech should be around 20-30%.
- o Natural sound- It will enhance your video if you include the natural sound from b-roll or other footage recorded specifically for the sound. Examples of this would be to get really close to a fountain to be able hear the splash of the water or to get close to a corral gate to record the clang of it being latched. These little touches really add spark! If the natural sound is in the background, keep adjusting the volume lower so you do not interfere with speech. But if the natural sound is all by itself, you can raise it to the level of speech or whatever is appropriate for the sound. Sometimes the best audio happens when you are recording your cover video.

Lighting

- o Lighting is really important when shooting video, because if you don't have a good looking image, the best information in the world can be overlooked by the viewer.
- o Position - Avoid having your subject look directly at the sun. You can put them at a $\frac{3}{4}$ angle to the sun so that the shadow of their nose goes about a nose width to the side. You can go into the shade, but beware of dappled shade on their face. If you have a dark background, you can try putting the sun behind them, which will provide a nice backlight, and you can expose for their face. You use a white card like a thick poster board or foam core to bounce sunlight on their face.



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- o If you are using automatic controls be sure to pay attention to dark or extremely light or white clothing or backgrounds because this can trick the camera into thinking the scene is darker or lighter than it really is. You can adjust for this in most automatic cameras with the brightness slider, touching the screen on a more neutral part of the screen like the subject's face, or with exposure compensation controls.
- o Mixing - Be careful mixing different light sources like indoor lights and sunlight. These have different mixes of colors and can make your image look unnatural.
- o Color - Different light sources have different mixes of colors and even the sun will have a different mix depending on the time of day and cloud cover. This mix of colors is measured in color temperature and expressed in degrees of Kelvin. Some cameras, GoPro for example, will have color choices by color temperature, but most cameras will have a choice between auto and various lighting conditions like indoors, daylight, cloudy, etc. Manually selecting the color temperature instead of relying on auto will provide better results.
- o Generally speaking, a person's face should be the brightest thing on the screen, but not so bright that it starts to lose detail.
- o If the light is harsh, you can use your own shadow to provide a softer light for a closeup.
- o Use the manual controls on the lens or the exposure slider on the touch screen to adjust the brightness of the image.

Editing your video

- o Remember that you are telling a story. Give it a beginning, middle and end, and make it interesting to the viewer.
- o Editing is done in layers. First lay out your story with the footage of the subject (a-roll) and other voice pieces. Next, begin to add layers of covering video clips, graphics, natural breaks and music. Then, begin editing out what is needed or adding

what is missing. When you have all of this done, start fine tuning, adjusting audio and video levels, etc.

- o If it is not essential to the message, leave it out
- o Use graphics to reinforce your points.
- o When you have a rough edit completed, have someone who is not afraid to tell you what is wrong look at it. This is not a job for your nice friend!
- o Don't fall in love with your video. The more critical you look at it, the better the end product will be.
- o You don't need to show everything. Just include what is interesting and important. Avoid "documenting" with your video and showing every minute of a process.
- o Cut it down, look at it, cut it down, look at it and cut it down again. Attention spans are short

Editing vs. Straight to Camera

Sometimes you don't need to edit at all, but just shoot something straight through then post it. It is really important to be smooth in your camera movement and it is a really good idea to rehearse prior to shooting.

HOW LONG SHOULD THE VIDEO BE?

Instagram video maximum is a minute. YouTube and Facebook can be much longer, but you really need to aim for less than five minutes. After one minute on Facebook, and about three minutes on YouTube, viewership falls dramatically. If you are posting a how-to video on YouTube, it can be longer, if you have good information flowing at a good pace. If this is the case, you should edit a teaser video (one minute or less in length) to place on other social media to advertise and promote the video and direct people to the longer version.



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LIVE VIDEO

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FOR MORE INFORMATION

Contact the video team in Agricultural Communications Services if you have any questions

<http://acs.okstate.edu/about>

Great list of shooting tips from the University of Berkeley

https://multimedia.journalism.berkeley.edu/tutorials/shooting_tips/

Information on creating accessible videos from the University of Washington

<http://www.washington.edu/accessibility/videos/>

Twenty Tips for Shooting Great Video from Adobe

<http://www.adobepress.com/articles/article.asp?p=1350893&seqNum=2>

Videography Tips by Videomaker.com

<https://www.videomaker.com/tips-to-get-started>



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