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Social Media Seminar

Saturday, March 21, 2015

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Agenda

1. Introduction

- Who are you and why should we listen to you?

2. Why do we need video and does it work

3. Production fun!!!

- Camera's and equipment
- Audio....what? Did you say something
- Types of cameras and costs...were can I spend my money!!!

4. Post Production / Editing

- Different edit systems
- Now what....I have the footage, now what?

5. Formats for posting videos

6. Call an expert or do it yourself?

1. Introduction

I still don't know why Dawn invited me to do this seminar. But I will let you judge that at the end. Who am I? This part is always hard since I don't enjoy speaking about myself ... so I will let you read.



GONZALO A. ACCAME – Producer / Camera

I am a national and international award-winning bilingual producer and cameraman. I was born in Lima, Peru, and obtained my United States citizenship in 1992. I began my broadcasting career in 1978 at WBZ-TV4 in Boston. I have traveled extensively throughout the United States, producing documentaries on such topics as nuclear disarmament, terminal illness, entertainment personalities, and sports. Some of my awards include 3 Cine Golden Eagle, The Wilbur, 2 Gabriel's, 2 Videographer Award, 3 Communicator Crystal Award, and numerous Telly Awards. I have also been cameraman for 3 Emmy Award winning productions and was nominated for a 2011 Emmy award as the director of photography for *Redemption Stone*.

I have worked with too many famous people and too many TV shows like the Colbert Report, Dr. G Medical Examiner, Care Talk, This is America, Larry King Show, ESPN Sports Center, 60 Minutes, 20/20, the Daily Show, Dogs 101, World Over, MSNBC "Money". Some of the personalities include Mother Teresa, Lech Walesa, Dan Rather, Larry King, Geraldine Ferraro, John Sununu, Hillary Clinton, Elizabeth Dole, Michelle Obama, Ted Koppel, Maria Menounos, Isaiah Washington, Clint Eastwood, Morgan Freeman, Beyonce, B. B. King, Jehan Sadat, Popes St. John Paul II and Benedict XVI, Barbra Streisand, Roger Daltrey and Peter Townsend of the Who, Stephen Colbert, Robin Leach, Dave Brubeck, Doc Watson, Dolly Parton, General Colin Powell, Senator Edward Kennedy, Greg

Gumble, Jim Henson, Dr. Anthony Fauci, Vice Presidents Dick Cheney and Joe Biden, Presidents Ronald Reagan, Jimmy Carter, George H. Bush, Bill Clinton, George W. Bush and Barack Obama.

AND I AM A VERY PROUD ROTARIAN!!!!!!

OK, now to the real reason we are here.

2. Why do we need video and does it work

YES!!!! It Works! One video is worth a million words!!!

Let's start with the Reelseo -The Video Marketer's Guide "2013 Video Marketing Survey & Business Video Trends Report"

How to Take Videos and Use them on Your Website and Social Media Sites

Over the past few years, online video has become a vital part of the marketing mix for many successful brands. They released their third annual, in-depth study, based on survey results from over 600 marketing professionals which confirms that not only are 93% of them are using video content, but 82% of the respondents stated that it has had a positive impact on their business or organization.

Of the 600 respondents to the survey, all actively involved in marketing or budget decision making, they established the following:

- **82%** of marketers confirmed that video marketing had a positive impact on their business
- **93%** of marketers surveyed are using video in their campaigns
- **60%** are using video for email marketing
- **84%** are using video for website marketing
- **70%** are optimizing video for search engines
- **70%** of marketers will increase spend on video

Video and social media works!!! So why aren't Rotary Clubs using it? Really, it's not hard. Just ask your kids, or any one younger than me, they all are experts in social media.....look at sites like Facebook, youtube, LinkedIn, Twitter and Vimeo.....you can see social media at its best and see that video is all over the placeeverywhere but in most our clubs.

I would like my Rotarian colleague Jacques to explain a little about Social media. He handles our clubs website, twitter (I wonder what do you feed it?) and more.

3. Production fun!!!

- **Camera's and equipment**
- **Audio....what? Did you say something**
- **Types of cameras and costs...were can I spend my money!!!**

OK, are you ready? I will try and teach you all some simple techniques and the do's and don'ts of making videos. It really isn't that hard. I believe that any video is better than no video at all.

Ask yourself some questions: How are you going to use your video? On your Facebook page? Your Club webpage? How long should the video's be? Who is your target audience? How do I do the video's? Should I call my kids?

Here are some few tips to get you started.

CONTENT:

There are some things to ask yourself when choosing a topic:

1. Is my idea new and interesting?
2. Does my idea answer any one question?
3. Is my idea simple enough to convey in a short video? If you answered "yes" to all of the above, then you are on your way.

TECHNIQUES OF THE TRADE:

You don't need to be a professional cinematographer to create pieces, fancy name for videos, that garner a large following online. These tricks will help you tell your story with video.

Visuals:

- It may seem obvious, but good visuals cannot be overlooked. Visuals keep viewers interested and explain the story. We need to understand your idea and being able to see it is a big help.
- When shooting, be sure to get a variety of interesting shots. Don't understand? Take a look and see the framing...by this I mean how the picture is placed in the video frame...is there too much headroom?

I borrowed the following from Mediacollege.com



EWS (Extreme Wide Shot)

In the EWS, the view is so far from the subject that he isn't even visible. The point of this shot is to show the subject's surroundings. The EWS is often used as an *establishing shot* — the first shot of a new scene, designed to show the audience where the action is taking place.



VWS (Very Wide Shot)

The VWS is much closer to the subject. He is (just) visible here, but the emphasis is still on placing him in his environment. This also works as an establishing shot.



WS (Wide Shot)

In the WS, the subject takes up the full frame. In this case, the boy's feet are almost at the bottom of frame, and his head is almost at the top. Obviously the subject doesn't take up the whole width of the frame, since this is as close as we can get without losing any part of him. The small amount of room above and below the subject can be thought of as safety room — you don't want to be cutting the top of the head off. It would also look uncomfortable if the feet and head were exactly at the top and bottom of frame.



MS (MidShot)

The MS shows some part of the subject in more detail, whilst still showing enough for the audience to feel as if they were looking at the whole subject. In fact, this is an approximation of how you would see a person "in the flesh" if you were having a casual conversation. You wouldn't be paying any attention to their lower body, so that part of the picture is unnecessary.

QuickTime™ and a
decompressor
are needed to see this picture.

MCU (Medium Close Up)

Half way between a MS and a CU. This shot shows the face more clearly, without getting uncomfortably close.



CU (Close Up)

In the CU, a certain feature or part of the subject takes up the whole frame. A close up of a person usually means a close up of their face.

Not brain surgery....its is just a progression but look at the frame....the amount of space on top of the head and sides.

Interviews:

- When shooting an interview, take note of the location. You want viewers to focus on your interview subject's words, so notice objects in your shot that may cause distractions.
- Avoid shooting people in front of bright windows, against cluttered walls, and outside when the sun is overhead and specially if they are follicle challenged. This keeps the interview subject's face bright and the viewers' attention on what he or she is saying.
- Get cut away, or b-roll, footage: you'll probably need to edit your interview and cutaways, like an interviewee's foot as he presses on the gas pedal, provide nice footage to cut to if your visuals (see above) are lacking. This is anything you can put over the person talking....more on this when we get to editing.

Audio:

- Natural audio gives your piece credibility. If you are creating a video on hybrid cars, we should hear how loud (or soft as your case may be) the engine is.
- Good audio is as important as good video
- Even when filming a speaker at your club....no microphone equals speaking into a can.

Storytelling:

- Each video should have a purpose whether it is to inform, inspire, or persuade. Know what you want your video to do and stick with it. If you are offering a solution, be sure to set up the problem. If you are informing viewers about a new type of technology, make sure it is easily understandable. And if you make your case with a skeptical and questioning eye, viewers are more likely to believe you.
- Look at the big picture. Although any small step is great, we want to know how your idea will affect the overall issue. Show us your path to the future.

Got it? Any questions?

Ready for the equipment part of the program? Anyone need a bathroom break or coffee?

Camera's and equipment

What kind of camera do we really need? Well, what are you going to do and how much do you want to spend.

I owned at one point 22 cameras...not all the same. From the top of the line Sony camera -- \$98,000 for the body of a camera, then lenses that start at \$20,000 and go up to the \$40,000, a color viewfinder that cost \$18,000 don't worry, with the development of technology it now cost a fraction of what I used to pay. Let me explain.

This camera is the Sony PMW-EX3. It records on SXS cards...price used about \$4,200 to 6,000 It is a simple camera that can operate manually or in full automatic setting. Don't buy on ebay unless you get it checked by an engineer. The new version is the Sony PMW 300 which runs about \$7,200

Do you need this quality and price?

This camera is the Kodak PlaySport....came with this nifty case and it shoots on SD cards....waterproof....built in Microphone. You can find it on Ebay for about \$80 and new about \$250. There is a newer model for about \$800...not sure if its worth it.

Let me demonstrate and show you the quality difference and if it makes you think you need to spend the money and have your treasurer hate you.

Remember, the minimum equipment needed to videotape is:

1. Tripod
2. Batteries
3. Camera
4. Microphone
5. Light optional

Choose cameras that are good.....make sure that you can plug a microphone in to it.

Stick to known name brands....Sony, Cannon, JVC, Panasonic.

Know what SD, HD, 4K and now 8K mean....

SD=Standard definition....worthless but very very cheap

HD=High Definition....make sure it records up to 1920 x 1080/60p HD video

4K and 8K ---- you will never use it

Sony cameras:

- Sony HDR-CX900 Full HD Handycam Camcorder \$1,300
- Sony FDR-AX33 4K Ultra HD Handycam Camcorder \$998
- Sony HDR-PJ670 HD Handycam with Built-In Projector and 32GB Internal Memory \$698

Panasonic cameras:

Panasonic HC-VX870 4K Ultra HD Camcorder \$897

Panasonic HC-V770 Full HD Camcorder \$597

Canon cameras:

Canon VIXIA HF G30 Full HD Camcorder \$1,199

Canon 32GB VIXIA HF G20 Full HD Camcorder \$839

JVC Cameras:

JVC GC-PX100 Full HD Everio Camcorder \$999

NOTE: Make sure you get extra batteries, SD or recordable media, microphones are not included....make sure microphone works with camera.

Good places to buy Cameras: they will have some used and can be trusted.

www.bhphotovideo.com

www.adorama.com

Best Buy

Not to be trusted unless its new in box or you get a money back guarantee:
ebay and craigslist

Tripods: stay with brandnames like Magnus, Manfrotto, Cartoni, Sachtler.....recomend a fluid head with the tripod. Make sure the weight of the camera is supported by tripod.

Audio....what? Did you say something

Most cameras will have internal microphones but I like to use external microphones. Here is why....(show video)

Types of microphones: must check compatibility depending of camera

Lavaliers.....usually wired directly to camera and pinned on lapel. Great quality but you have wire to camera.

Good brands: Rode, Sony, Sennheiser

Price: around \$250

Wireless.....make sure that camera can support a wireless microphone. Usually come in two pieces, a transmitter and a receiver. Polsen, Sony, Sennheiser

Price: \$350 - 900

Shotgun microphone.....very directional...make sure of connectivity. Rode, Sennheiser,

Price: \$175 - 400

Good place to buy: B&H and Adorama

4. Post Production / Editing

PC's have Adobe Premiere. Usually provided with PC
Apple/Mac has iMovie or Final Cut X...a lot of times provided with Mac

Avid is also great but expensive.
Windows Movie Maker I've heard is good but never used it.

What do I do now:

Editing is the marriage of sound and images. This is telling the story at its best.
Think about writing a story and then painting pictures over it to illustrate.

If only a speaker with powerpoint....you can edit or shorten the talk by inserting the power point images on top. In power point you can export the power point as a movie. Or export each frame by itself.

How to edit does not change....what changes is the protocol or systems.
Preference....go for the cheaper one for you system specially if they are the ones above the edit systems above are very good and will output for web applications excellently.

(Demonstration of editing) Don't worry, there are many tutorials on line. Go to youtube or google your editing software and put tutorial at end.

Check these out:

PC Magazine provides up-to-date coverage and product reviews of video editing software

<http://www.pcmag.com/products/1642>

The Top 6 Free Video Editors For Mac OS X

<http://www.makeuseof.com/tag/top-6-free-video-editors-mac-os/>

5. Formats for posting videos

Most editing systems will have an export function were it allows you to choose formats:

Here are Facebook and Youtube preferences. Check with your webmaster for available space and format he requires for video.

Facebook:

Did you know you can actually cut and past a URL into Facebook and it will bring the video in? Make sure proper credit and that sharing a video is allowed or Facebook might reject it.

To upload videos:

1. Click at the top of your News Feed or Timeline
2. Click **Upload Photos/Video** and choose a video file from your computer
3. Click **Post**

Your video will need to process before others can see it on Facebook. When it's ready to view, you'll get a notification. Go to the video and click **Edit** to add a title, tag friends, choose a thumbnail and more.

The easiest way to optimize the quality of your videos is to upload HD video.

If you're exporting your video from editing software (ex: Final Cut Pro, Avid, iMovie) we recommend these custom settings:

- H.264 video with AAC audio in MOV or MP4 format
- An aspect ratio no larger than 1280px wide and divisible by 16px
- A frame rate at, or below, 30fps
- Stereo audio with a sample rate of 44,100hz

Your software's guide should include information about exporting video with custom settings.

Keep in mind that videos must be less than 40 minutes long. The longer your video is, the larger its file size will be. This may affect the quality of the video.

Youtube:

Make sure proper credit and that sharing a video is allowed or youtube might reject it.

There are different programs to allow larger videos available in youtube. You can actually subscribe to be a channel and put as much as you want for a price of course.

Why is YouTube So Popular?

YouTube (owned by Google) is the most popular online video sharing site at present with over 1 billion (1,000,000,000) visitors per month in average. It stays glued to the top spot on the online video uploading sites worldwide. Why is YouTube so hot and more popular than other similar to YouTube sites like Vimeo, Dailymotion, NetFlix, Hulu and Break?

In the first place, video itself is a straightforward way to express something. YouTube goes viral because it was at the right place (MySpace) the right time (at the time when video services came into style) with interesting content (covering all kinds of categories). Besides, it is easy to use and understand, and is helpful for marketing purpose.

How to upload videos:

You can upload videos to YouTube in a few easy steps. Below you can find the necessary instructions to upload your videos from a computer or from a mobile device.

Computer

To get started uploading videos on YouTube from your desktop, follow the steps below:

1. Sign into YouTube.
2. Click the **Upload** button at the top of the page.
3. Before you start uploading the video you can chose the [video privacy settings](#).
4. Select the video you'd like to upload from your computer. You can also record a video from your webcam, create a video slideshow or import a video from Google+.
5. As the video is uploading you can edit both the basic information and the advanced settings of the video, and decide if you want to notify subscribers (if you untick this option no communication will be shared with your subscribers). Partners will also be able to adjust their [Monetization settings](#).
6. Click **Publish** to finish uploading a public video to YouTube. If you set the video privacy setting to Private or Unlisted, just click **Done** to finish the upload or click **Share** to privately share your video.
7. If you haven't clicked **Publish**, your video won't be viewable by other people. You can always publish your video at a later time in your Video Manager.

Once the upload is completed we will send you an email to notify you that your video is done uploading and processing. You can then forward that email to friends or family for easy sharing. If you prefer not to receive notification, you can opt out by visiting your [email settings](#).

Android

The easiest way to upload videos from an Android device is to use the YouTube app.

1. **Sign in** to YouTube.

2. Open the **Guide** in the upper left corner of the screen and navigate to **Uploads**.
 3. Touch the **Upload icon** at the top of the screen.
 4. Select the video you want to upload.
 5. Adjust the title, description, tags and privacy settings of your video.
 6. On supported devices, you'll also see a video preview with trim handles below it. Drag the trim handles to edit your video's length. A long press on the trim handle will allow you to zoom into a frame by frame view for exact trimming.
-
7. Touch the **Upload icon**.

Tip: Go to **Settings > Uploads** to modify the type of connection used to upload videos. Use this setting to restrict uploads to Wi-Fi only.

iOS

You can upload videos from your iOS device directly from the YouTube app. Make sure you have the latest version of the YouTube iOS app installed. Follow the steps below:

1. **Sign in** to YouTube.
2. Open the **Guide** in the upper left corner of the screen and navigate to **My Channel** (or directly touch the **Upload icon** on the guide.)
3. Touch the **Upload icon** at the top of the screen
4. Select the video you want to upload from your Camera roll and touch the confirmation button.
5. Adjust the title, description, tags and privacy settings of your video.
6. Touch the **Upload icon**.

Tip: Go to **Settings > Uploads** to modify the type of connection used to upload videos. Use this setting to restrict uploads to Wi-Fi only.

You can also upload videos to YouTube from the [YouTube Capture app](#) or directly from the iOS Photos app. For more information about using YouTube Capture, visit the [YouTube Capture help topic](#).

If you're having trouble signing in, make sure you're using the [email address associated with your YouTube account](#).

If you recently connected your channel with a Google+ page, learn how to [upload videos to your channel](#).

Upload using email

Here's how to send the video from your device to a special email address that's provided with your YouTube account.

Part 1: Find your unique email address for uploading videos

1. On a desktop computer, visit your [YouTube Settings](#).
2. Under the "Account Information" section, find "Mobile uploads". You'll see an email address that looks something like `11111111111@m.youtube.com`.
Don't see an email address? Click the **Create Mobile Profile** button and enter the information required. Click the **Create Profile** button to create an email address.

Part 2: Upload the video

To upload the video, email the video to the address you found in Part 1. You'll receive a confirmation email letting you know the video was successfully uploaded.

You can edit the video and its settings by visiting YouTube on a desktop computer.

Requirements of Uploading Music/Video to YouTube

Besides upload video formats, YouTube also has very strict requirements for music, video and movie uploading, in terms of file size, duration, resolution, codec, frame rate and bitrate.

Duration: YouTube limits the length of a video file to 15 minutes. It means a user can only upload a video of 15 minutes at most.

File size: Only a 2GB video file can be uploaded from YouTube webpage, but 20GB is allowed when an up-to-date browser is used.

Resolution: 4:3 (640 x 480) or 16:9 (1280 x 720). When the video is uploaded to the site, YouTube will make it 16:9 or add vertical black bars (for 4:3). So, please remember not to add horizontal black bars before uploading a video.

Deinterlacing: Although Videos either in progressive scanning or interlaced scanning mode can be uploaded, YouTube suggests turning interlaced videos to deinterlaced before uploading for the best video quality. Therefore, progressive scanning is needed for video uploading.

Frame rate: Keeping original video frame rate is preferred. And 25-30 fps is recommended.

Bitrate: Bitrate is different from screen resolution and is highly related to video codec. Actually, it is less important than other factors to consider before YouTube uploading. YouTube experimented with Dynamic Adaptive Streaming over HTTP (MPEG-DASH), which is an adaptive bit-rate HTTP-based streaming solution optimizing the bitrate and quality for the available network