

Lights, Smartphone, Action: Telling Your Rotary Story on the Go

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SESSION OBJECTIVES

- Examine smartphone filming and editing techniques
- Identify inexpensive equipment to increase quality
- Examine how you can share your finished video
- Identify potential videos you can create for your club
(and people who can help you!)





Why is video a good tool for storytelling?
77% of U.S. adults go online daily.

75%
of all consumer internet traffic was video (2017)

Why should YOU utilize video?

- Instantly transport audience to location
- Reach vast numbers of people quickly
- Provide content for news media coverage
- Humanize, personalize, localize Rotary
- Convey “Rotary People of Action”



Why iPhone?

- More advanced editing apps and tools
- Airdrop capabilities



LET'S START WITH FILMING



Equipment: The Basics

- iPhone 5 or higher
- Lavalier mic
- Tripod w/ Phone adapter





Filming 101: Hold the iPhone horizontally... ALWAYS.
Orientation

Filming 101: Orientation

And if you cannot remember...

If we were **meant** to watch
Vertical Video



Our **eyes** would be arranged
like this. **Don't Do It!**

Rotary



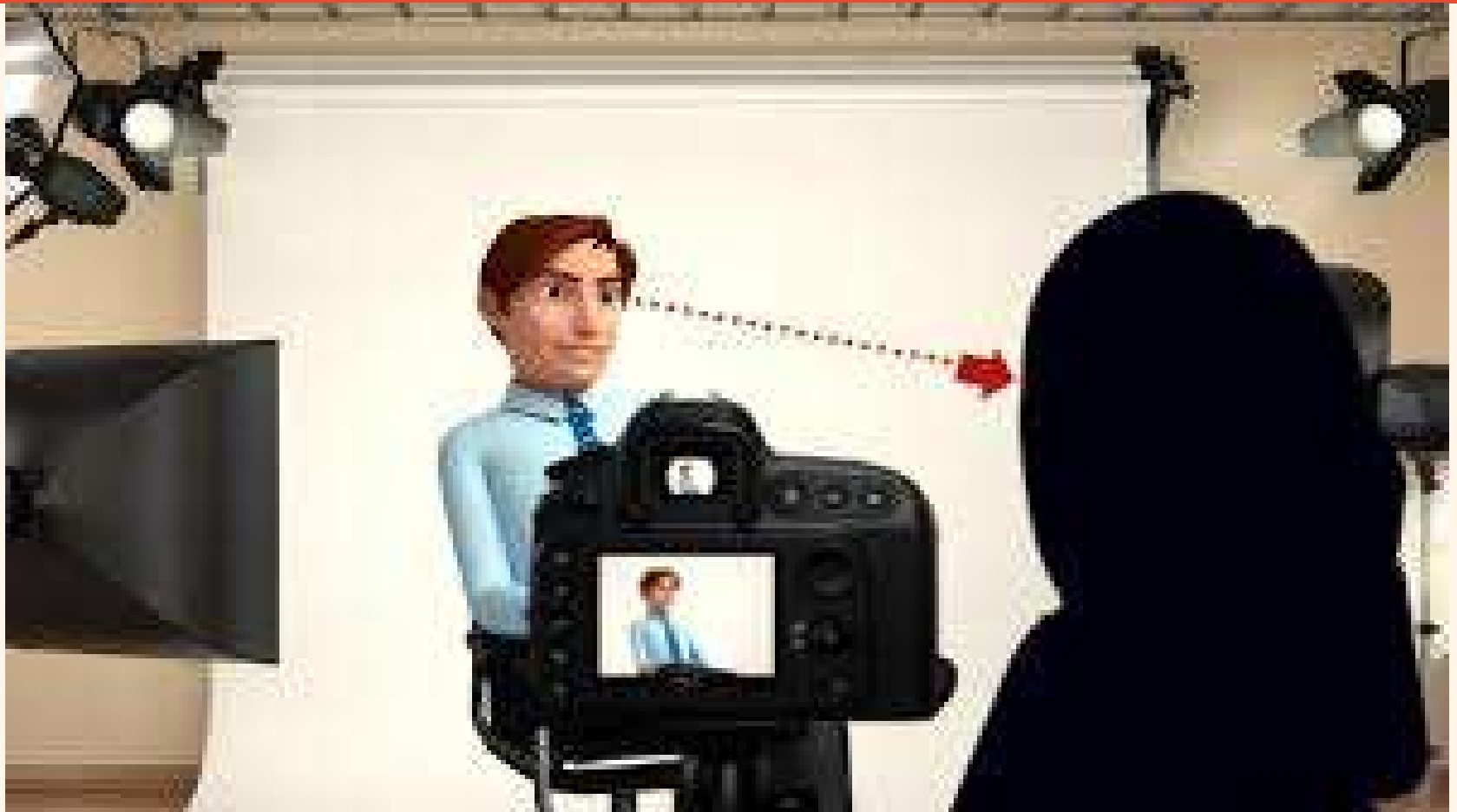
BE THE
INSPIRATION

Filming 101: Interviews

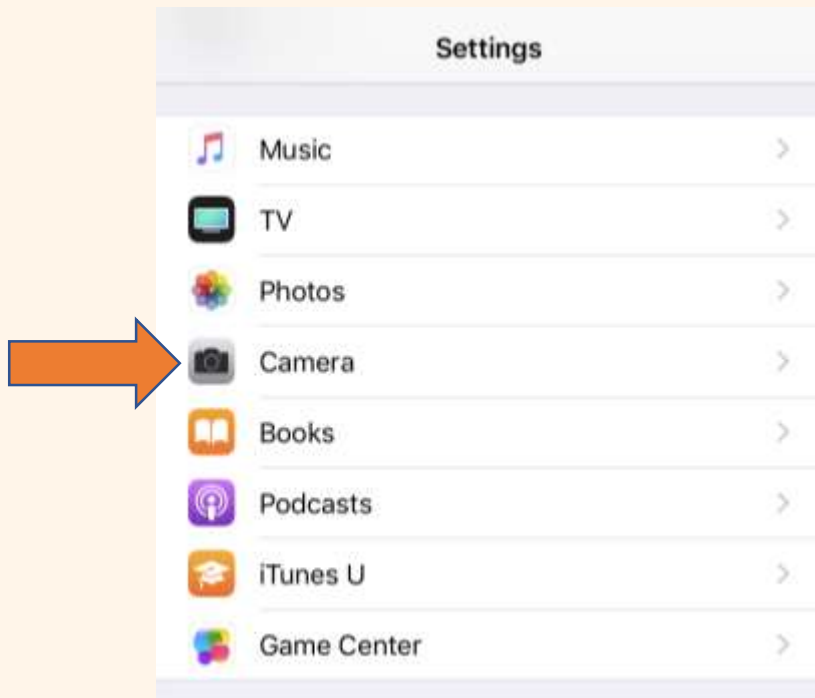
- **Interviews:** looking off camera (long sided composition)



Filming 101: Interviews



Tip: Turn On Your Camera Grid



Filming 101: Interviews

- **Statements:** centered, looking at camera



Filming 101: B-Roll (Visuals)

- Capture b-roll (“cutaway shots”)
 - Why? Creates interest while covering up other edits.
 - Film stable shots, at least 7 to 10 seconds long
 - *Find ideal footage, THEN hit record*
 - Consider iPhone’s built-in features, use selectively
 - *Timelapse, SloMo, etc.*
 - Use exposure lock to maintain focus on subject.
 - Don’t use digital zoom. Zoom with your body.

Filming 101: B-Roll (Visuals)

- Wide, medium, close (and over shoulder)

Basic Camera Shots



Extreme Wide Shot



Wide Shot



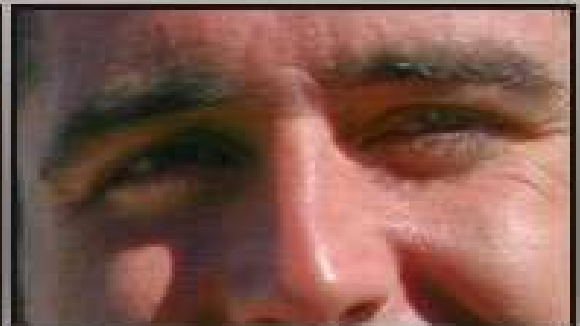
Medium Shot



Medium Close up



Close up



Extreme Close up

Filming 101: Other Tips

- Audio matters: use a microphone
- Take advantage of natural light
- **Switch to airplane mode.**

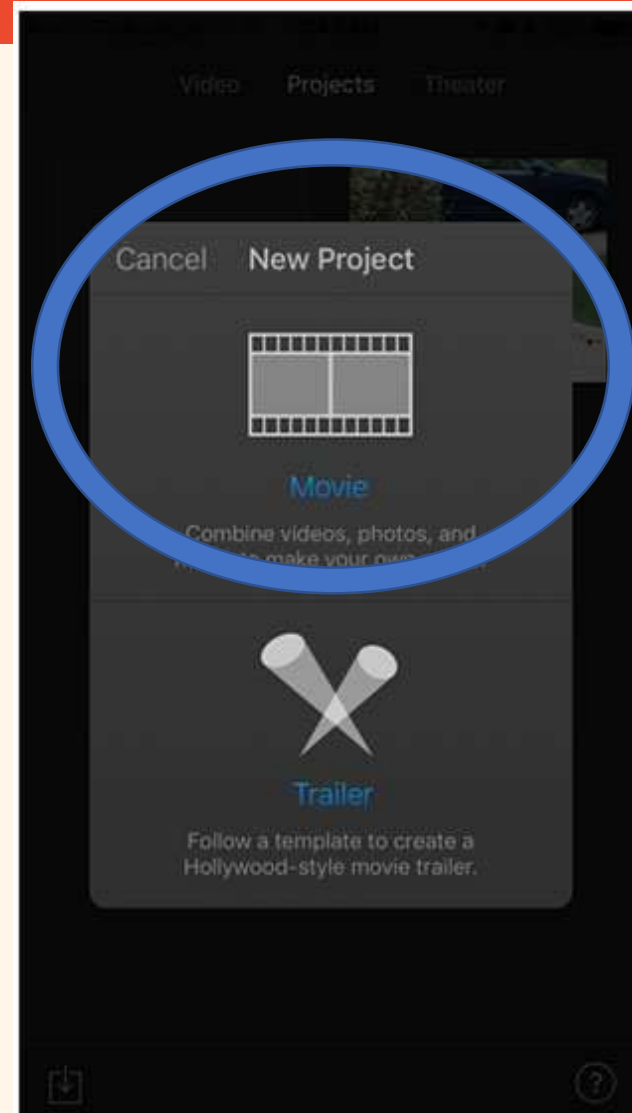
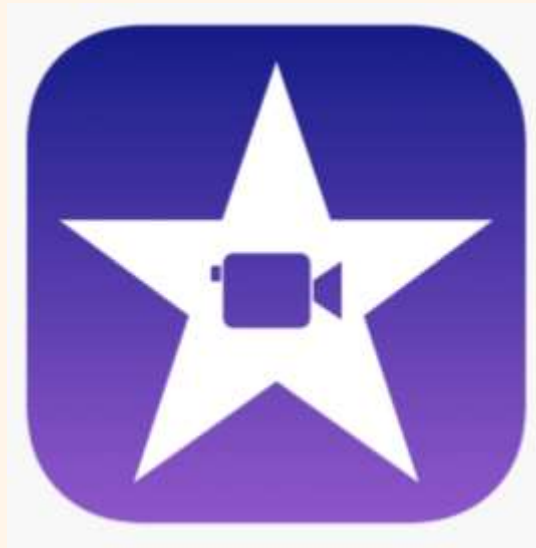


EDITING YOUR VIDEO



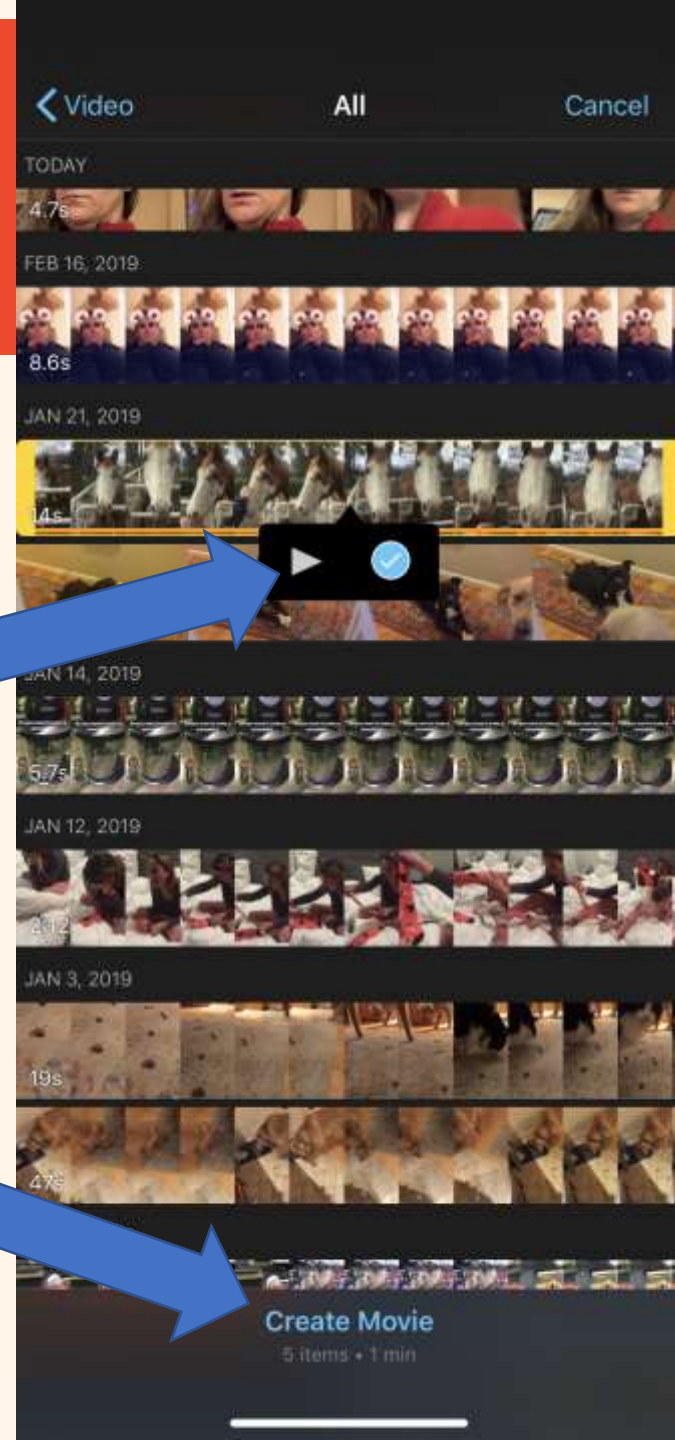
Editing in iMovie

- Open iMovie app
- Select Plus (+) sign
- New Project → select Movie



Editing in iMovie

- Adding clips to your timeline
- Start with interviews first
 - 1) Select Clip(s)
 - Use play button to preview
 - Select checkmark to confirm
 - Continue to select desired clips.
 - 2) Press “Create Movie” when all clips have been selected

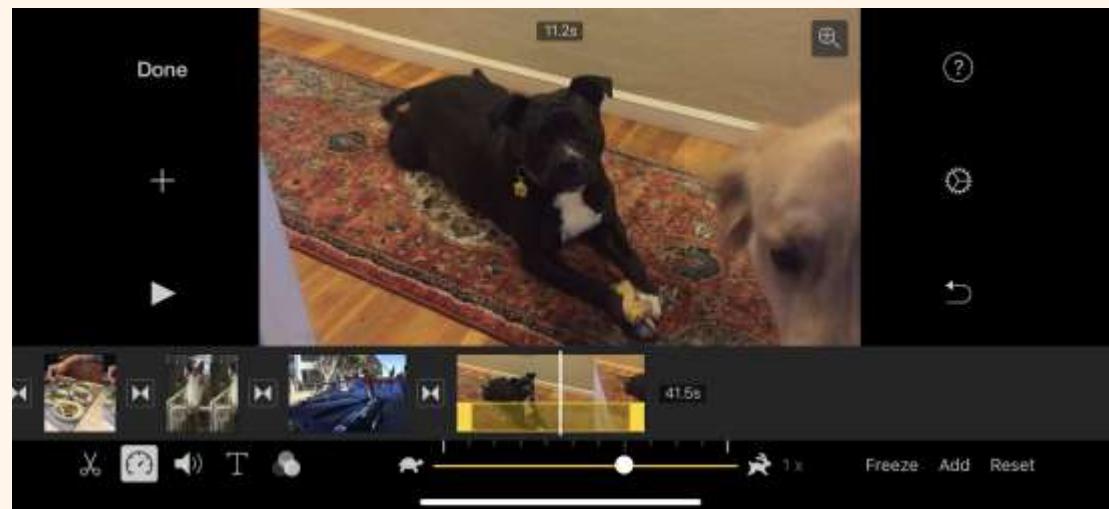
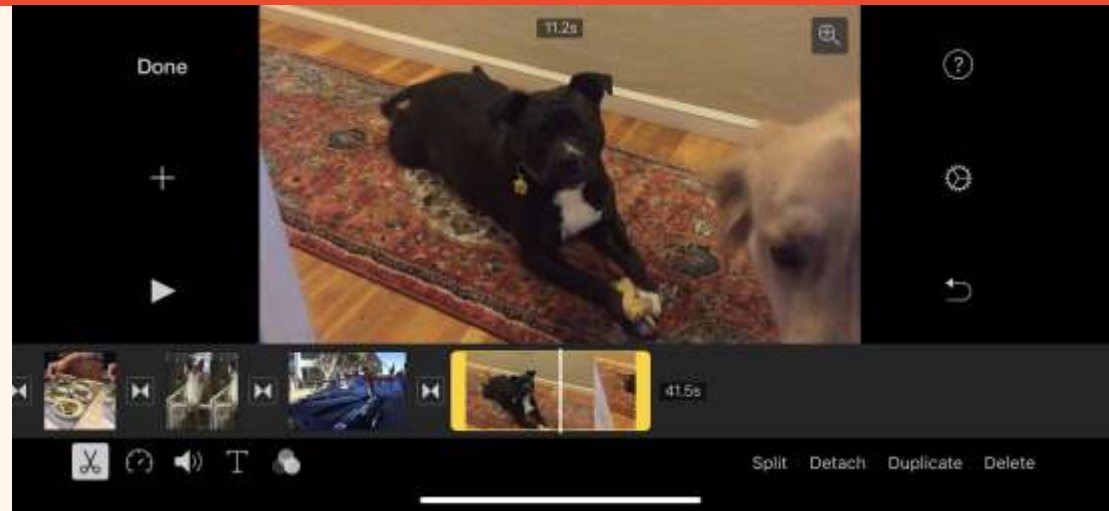


Editing in iMovie

- Edit the Interview (“lock the narrative”)
 - This means edit the interview(s) until you’ve “locked” what the viewer will hear and in what order (especially if you have multiple interviews).
 - Once you have locked the narrative, then you can add supporting visuals (aka: b-roll) to hide editing cuts.
- For a “ news” –style video:
 - Edit out yourself asking the questions.
 - If interviewee gave long answer, keep the parts that are most meaningful to the story.

Editing in iMovie

- Adjusting Clips
 - Editing length via side bars
 - Editing length via “split”
 - Adjusting speed of clip



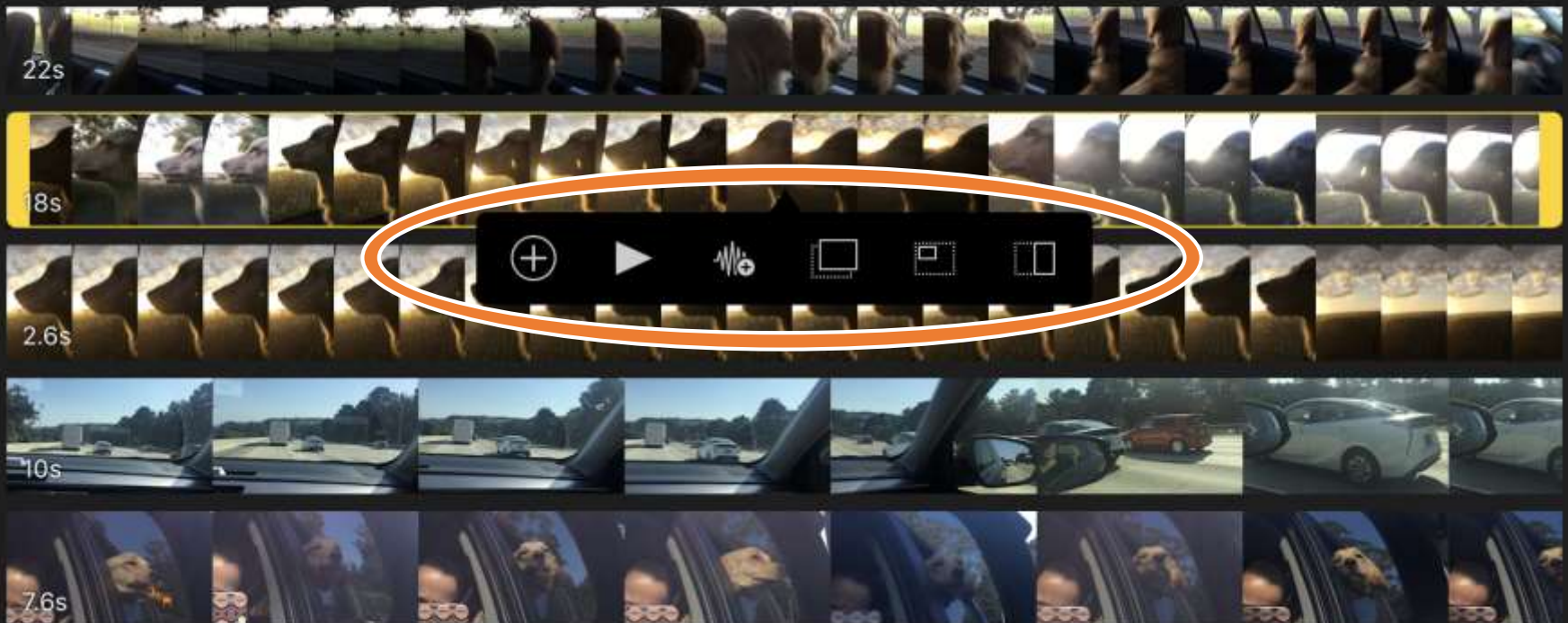
Editing in iMovie: Add More Video

< Video

All

Cancel

OCT 11, 2018



Editing in iMovie: Add More Video

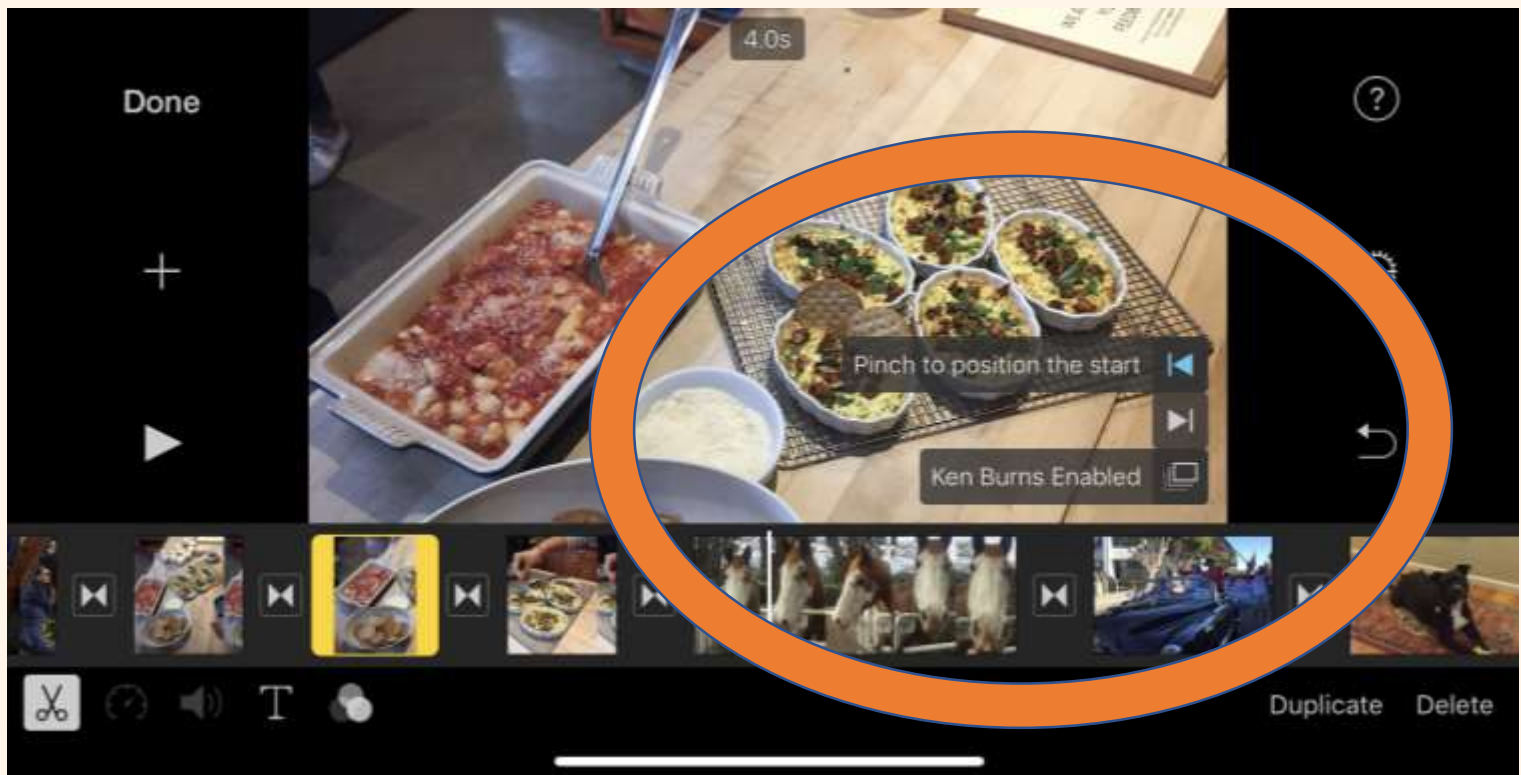
- Video Clip insertion options (ideal for B-Roll)

- 1) “ + ” = Add
- 2) Preview Clip
- 3) Audio Only
- 4) Cutaway (*MOST COMMON*)
- 5) Picture-in-picture
- 6) Split-Screen



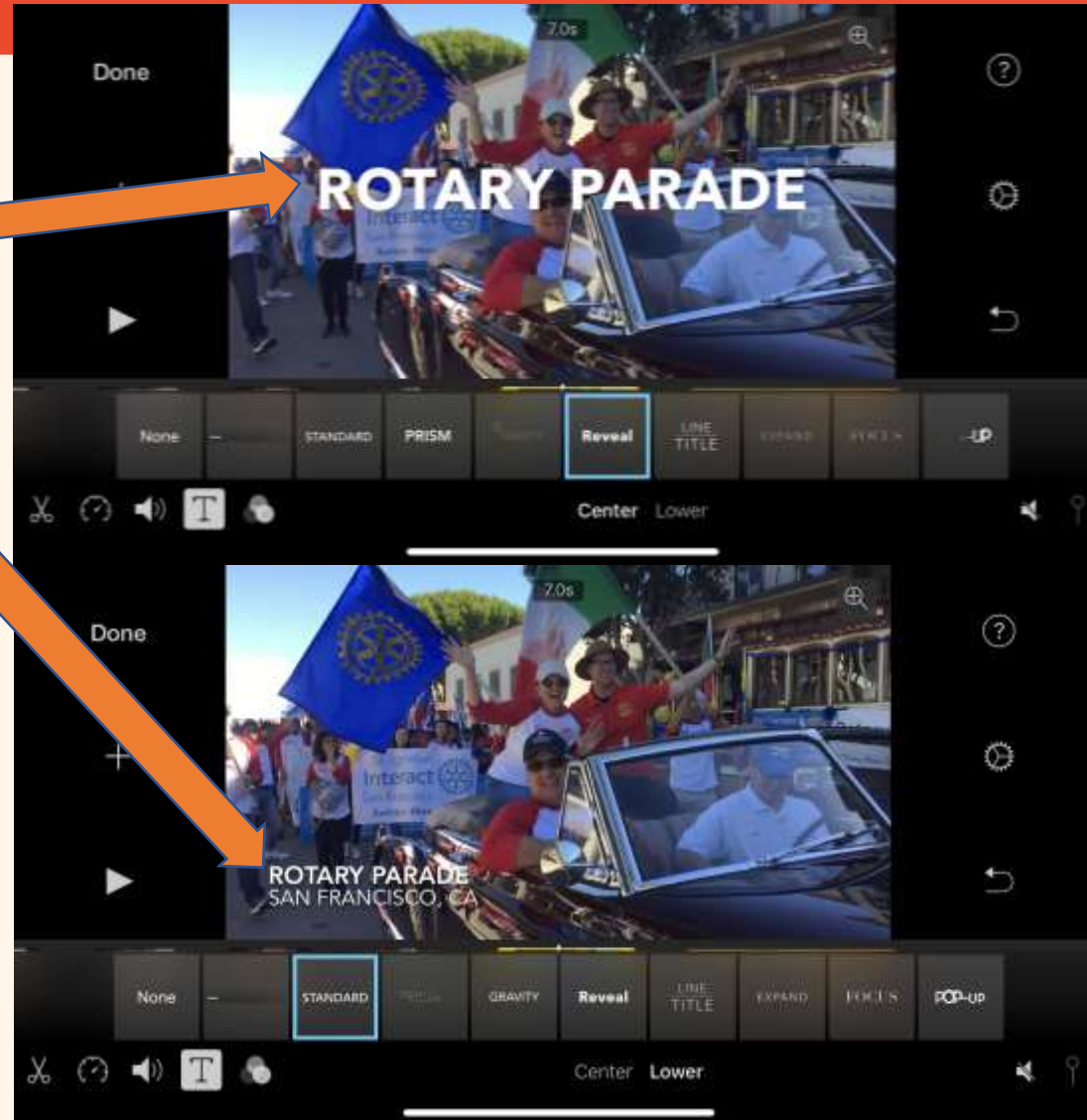
Editing in iMovie

- Photo insertion: Ken Burns effect



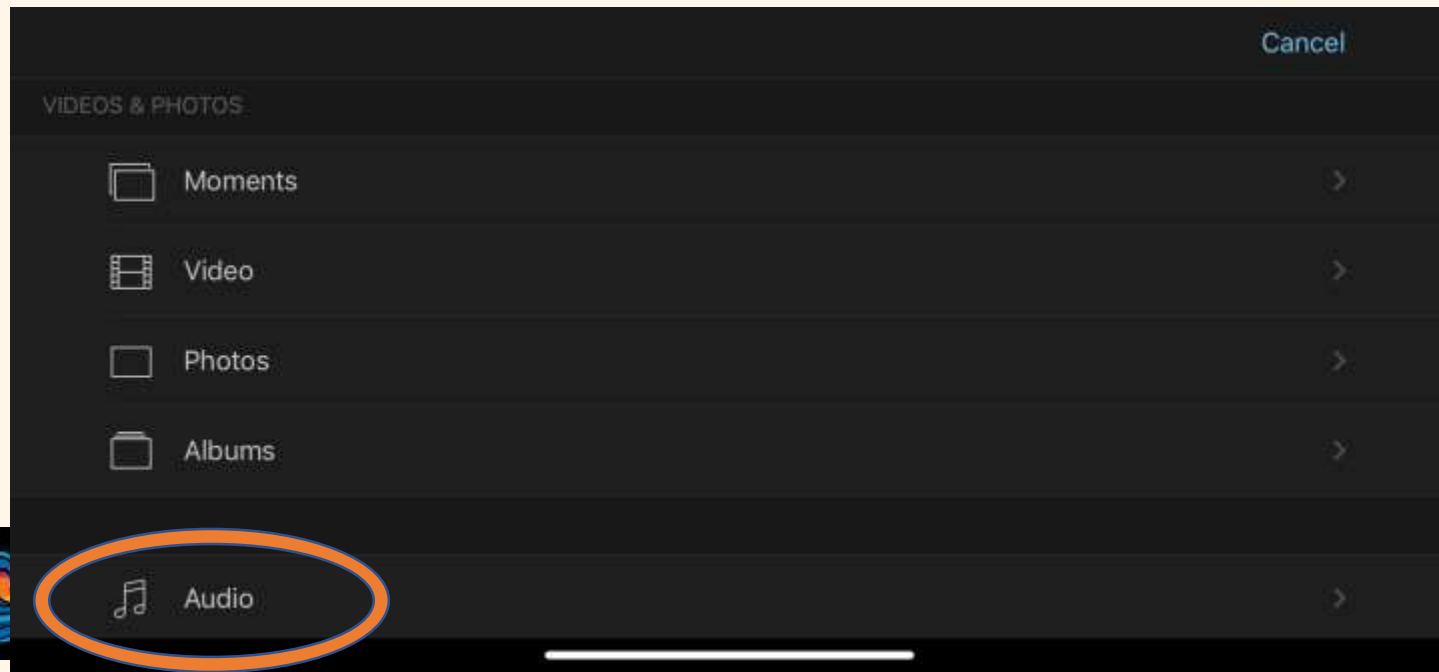
Editing in iMovie

- Text
 - Center
 - Lower Third



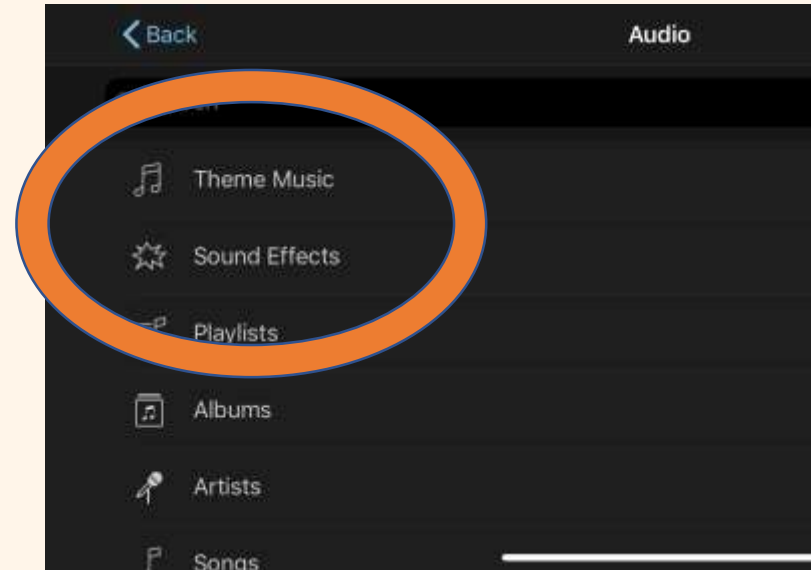
Editing in iMovie

- Sound
 - Volume of Clips
- Adding music and/or sound effects:



Editing in iMovie

- Music: can add polish!
 - iMovie collection (built in)
 - Theme Music
 - Sound Effects
 - Other Sources
 - YouTube Audio Library
 - Facebook Sound Collection



- Be careful of copyright issues: double check before you add to video.

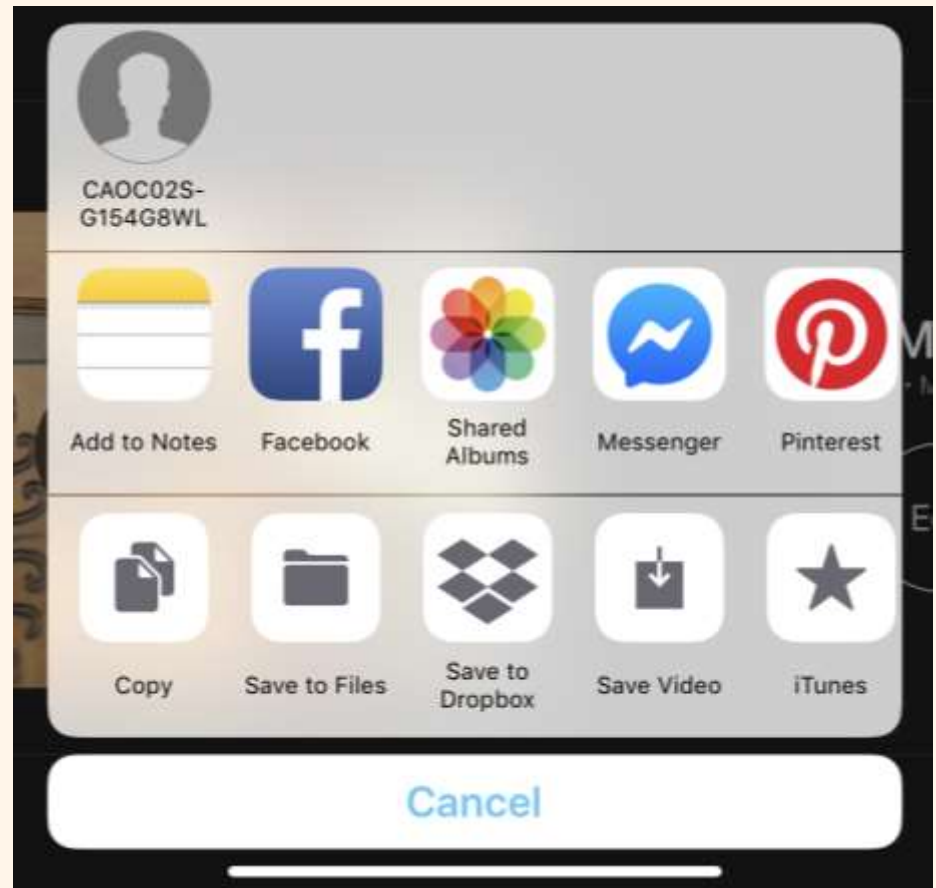
Pro Tip: Rotary End Tag

- Remember Rotary Branding!
- End video with your club / district logo and a website URL for more information.
- Create your own image and save to phone for easy insertion into video
 - PowerPoint
 - 16:9 slide size, then export as JPG
 - Canva, Photoshop or other image creation tool:
 - 1920 x 1080 image dimension



Finishing Up...

- How to export your clip.... a few options:
 - Airdrop to someone.
 - Upload to Facebook and YouTube directly.
 - Email or text to someone.
 - Save file to phone and share/post through another app.



SHARING YOUR FILM

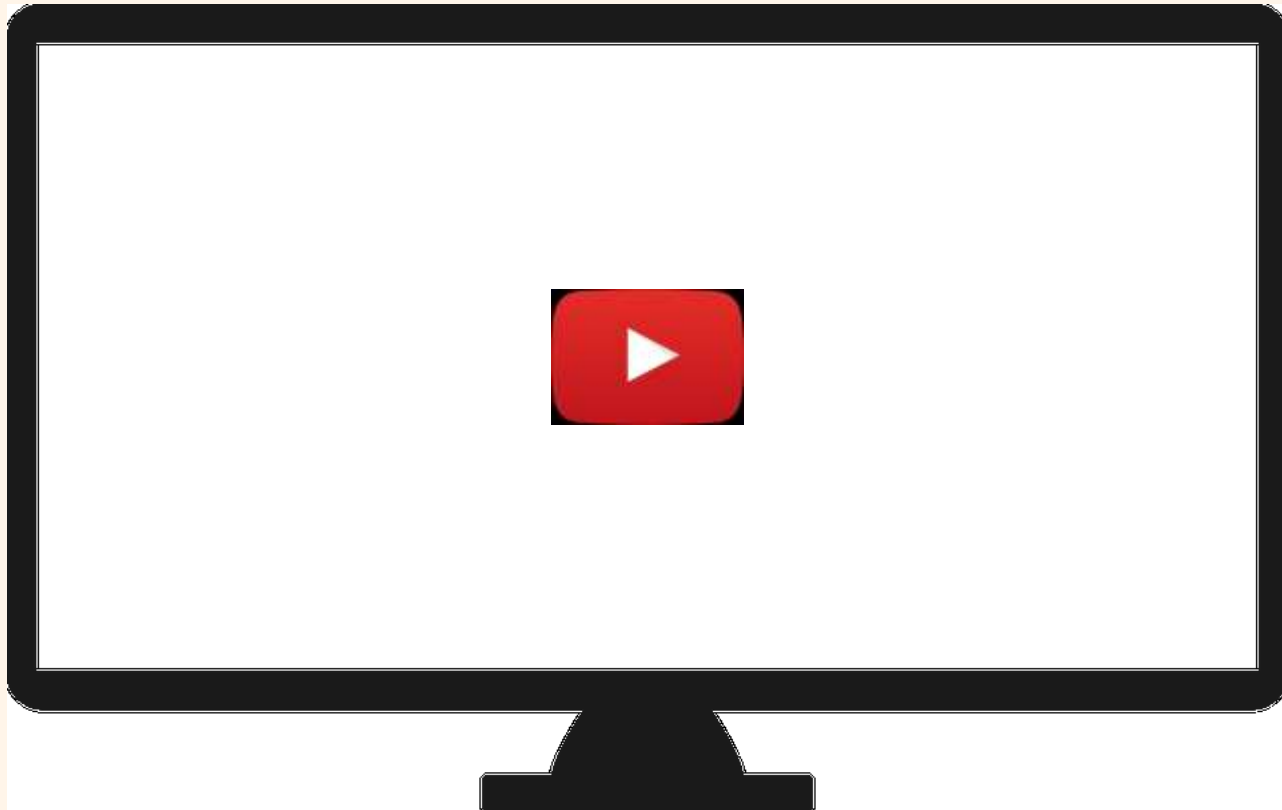


Premiering your Film!

- Online:
 - Facebook or other Social Media
 - YouTube
 - Website
- Other
 - Show at club meeting
 - Link in eNewsletter / eMail to membership



WHICH VIDEO IS RIGHT FOR YOU?



How can Rotary Clubs use video?

- Service Projects
 - Socials
 - Meetings
 - Event promotions
 - Rotary FAQs, Instructional Videos
 - Member Interviews / Vocational moments
 - Presidential Message
- whatever your imagination dreams up.



Brainstorming... Content

- What events does your club have planned?
 - Service Projects, Fundraisers, Multi-Club efforts
- Members
 - Rotary Moments
 - Rotary Testimonials
 - Rotary Foundation Testimonials
- Rotary International “Monthly Themes”



Before you film... Make a plan.

- What story are you trying to tell?
- What images, scenes and angles will help tell your story?
- Will there be narrative?
- What are the key informational points that should be included?
- Who is the best person to do the talking?



Brainstorming... Help

- Who can contribute to your film production?
 - Public Image Chair
 - Service Project Chair
 - Membership Chair
 - Members in club (who WANT to do this)



THANK YOU!



QUESTIONS? BRAGGING?

Feel free to contact me with questions or just to share some of your video work (*I love to see how other Rotarians are using video*).

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