

If you're new, welcome and for all of you, thanks for being part of the RFD-TV family. We appreciate your enthusiasm about showcasing the agricultural industry and rural America by partnering with us to create relevant content for our viewers. Our contributors range from college students to seasoned professional so we put together a 'How To Guide,' of our expectations. These can serve as both a reminder and a refresher, depending on experience.

SHOOTING VIDEO BASICS

Orientation - Be sure to orient your phone horizontally. While social media has made vertical video more popular, it does not come across as well on TV.



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Avoid Backlighting - Avoid having a window or light source behind your subject, since he or she will look silhouetted. Instead, have the light source more to the side or the front of the subject.

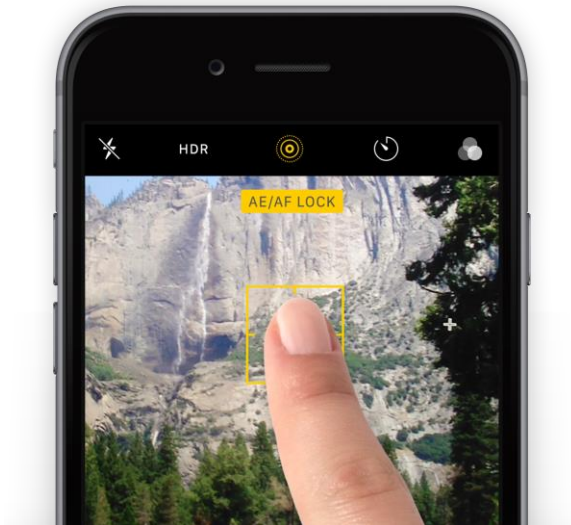


Use Both Hands - It may seem rudimentary, but it makes a big difference.



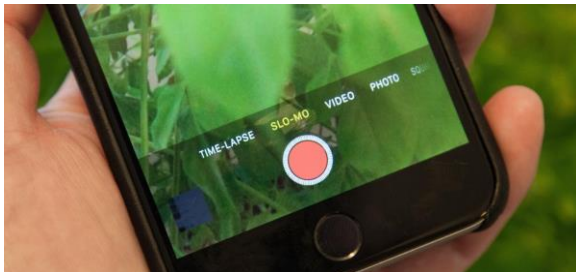
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Lock Focus and Exposure - Tap on your phone's LCD (on the point you want to focus on), which will lock focus on Google Android devices, or holding your finger in place, which locks focus on the Apple iPhone. Better focus leads to better quality video.



Improve Your Audio - If you have access to small or bluetooth microphone, please use it. Good quality audio is essential for powerful video. Here's another trick - borrow a second phone, start recording audio, and place the phone in your subject's pocket. Just make sure not to interrupt. You can find some cheap iPhone microphone attachments [here](#) and [here](#).

Try Slow Mo and Time Lapse Effects - Many smartphones come with some powerful video features, including modes that appear to slow down or speed up time, which are more commonly known as slow motion and time lapse. The former captures video at an accelerated frame rate; when played back at normal speed, action in the video appears much slower than real time. With time lapse, a lower frame rate is used. When it's played back at normal speed, action moves much faster than in real time. Both can produce compelling video.

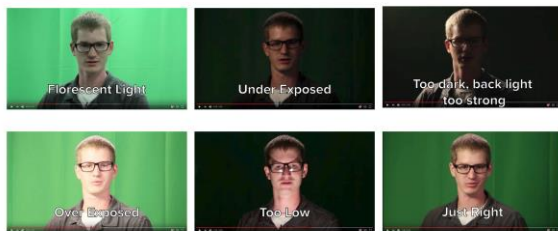


Composition - To create compelling video, compose the elements in a scene or sequence deliberately. Think about each shot and what you want it to accomplish.



Lighting - Light not only defines your subjects but also sets the mood or evokes emotion. Experiment with light and be aware of where your main light source is.

Common **Lighting** Issues



Point of view - Ask yourself “Where am I pointing my camera lens and from what angle?” Consider point of view figuratively, as well: “How will the video’s point of view help me tell the story?” Some videos are like selfies and use a very subjective point of view to connect viewers to the story. For other videos you might want a more detached, less personal point of view. And when shooting small children or babies, get right down on the floor to shoot.

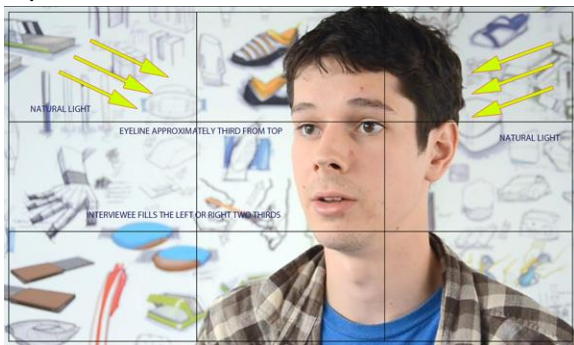
SHOOTING FOR BROADCAST STORIES

Consider all of these video elements when shooting a broadcast package.

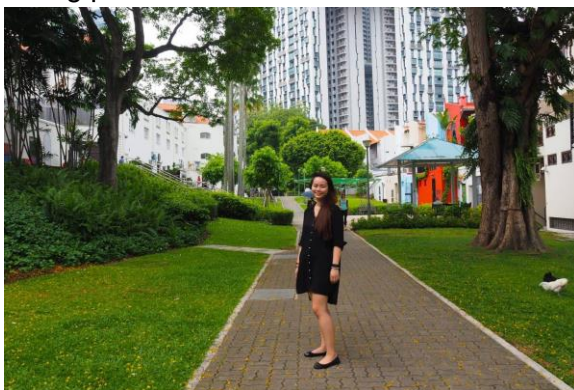
B-Roll - Supplemental or alternative footage intercut with the main shot. This is the most important. Shoot more of this than you could ever need. Seriously. If the package is expected to be 2 minutes. shoot AT LEAST 20 minutes of B-Roll. Limit panning on B-Roll shots.

Editing B-Roll – After you have gathered your B-Roll, splice it into your finished video where it is applicable. In the middle of an interview or scene, if someone is talking about something specific, be sure to cut to that subject in your edit. This can greatly improve your production and add creativity to the end product.

Rule of Thirds - Have single interview subjects take up two-thirds of the left or right part of the screen, and give them 'nose room,' meaning their nose is pointed toward the area of the shot with more space. Also make sure to give your subject 'head room,' meaning do not cut off part of the subject's head in the shot, and leave a little room between the top of their head and the top of the frame.



Extreme Wide - Also known as the 'establishing shot' – it shows the viewer where the story is taking place.



Wide - Another popular 'establishing shot', and – when filming a person – refers to shots that show the full body from head to toe.



Cowboy - A shot of a human subject from their head to their knees.



Medium - Human subject shown from their head to where the legs meet the body or waistline. A common interview shot.



Medium Close-up - Human subject shown from their head to top of their chest. One of the most popular interview shots.



Close-up - Human subject shown from forehead to chin. Shot must not conceal the mouth. Also used to focus on objects of interest to the story.



Extreme Close-up - Used to focus on a particular part of the face – such as the eyes – and to focus on objects of interest to the story.



Two-shot - A shot where two interviewees of equal importance, or the interviewer and interviewee, are both shown in the shot.



Over the Shoulder - A shot from behind a human subject to show an activity they are carrying out. The shot may also show the interviewer, and can be used to hide cuts in an interview.



Reverse over the shoulder - A shot of the interviewee from over the shoulder of the interviewer. Can be used for variety, and also to hide cuts in the interviewer's questions.



When to use a mount – A useful tool in a video production is a mount. Mounts help keep your footage stable and shake free. Tripods, Monopods, and hand mounts are the most common. This can be used for interviews, B-roll, and more! You can find some cheap iPhone mounts [Here](#) and [Here](#).



EXAMPLES OF WELL PRODUCED PACKAGES:

- <https://www.rfdtv.com/story/42368890/athlete-profile-steer-wrestler-jacob-edler>
- <https://www.rfdtv.com/story/42367503/finalist-for-lafb-young-farmers-and-ranchers-achievement-award-jacob-ezell>
- <https://www.rfdtv.com/story/42248820/new-yorkraised-roper-wyatt-imus>
- <https://www.rfdtv.com/story/42372383/after-getting-a-late-start-a-georgia-man-now-has-a-farm-of-his-own>

HOW TO SEND US VIDEO

1. Send via WeTransfer -Visit <https://www.wetransfer.com/>
 - Under “Send up to 2GB” click +Add files and upload your video
 - Under Friend’s email type in the recipients email address
 - Under Your email type in your meail
 - Click the Transfer button
2. Upload to RFD-TV’s FTP Site
 - SERVER ADDRESS: <http://aspera.rfdtv.com/>
 - USERNAME: ruralnews
 - PASSWORD: rur@l42!
3. Send us a link to your FTP Site
4. Send via Box/Hightail/Lakatoo
5. Send via Dropbox
6. Send via Google Drive or One Drive

ACCEPTABLE VIDEO FORMATS

- .MXF
- .MOV
- .Mp4 (h.264)
- .MPEG-2 (format for DVD)
- .AVCHD
- .AVC-Intra

ACCEPTABLE AUDIO FORMATS

- WAVE
- MP3
- AIFF

USABLE, BUT NOT PREFERRED FORMATS

- Anything in 2.5K, 4K
- F4L
- K2
- RED
- DNxHD
- .WMV
- .XAVC
- .AAF

OTHER BROADCAST SPECS

- Send video in correct format to packages@rfdtv.com
- Send video free of lower thirds/other graphics, but provide lower 3rd graphic information so we can recreate them in our style
- Provide a script, including a written 0:10-0:15 suggested anchor intro and tag
- Sample contributor script and video available upon request.

DIGITAL SPECS

- Stories should include quotes from two sources
- Stories should be at least 350 words
- Photos sent along with stories should be edited to 1280x720

WRITTEN STORY BASICS

- **Construct a good Lead** - The introduction to the story is what brings readers in. If the first sentence is not interesting, the reader has no incentive to continue. Remember, people have short attention spans.
- **'Name the Dog'** - Be descriptive and drop the reader in the moment. If there's a dog in the story, tell me its name, don't just tell me there's a dog.
- **Use Short Sentences** - Shorter sentences can help the story flow better and keep the reader's attention

- **Establish the Story** - This is often done with a 'nut graph,' or the second paragraph. Get to the who, what, where, why and how as fast as possible. Give the reader a reason to stay.
- **Flow** - Make sure your story is moving from one logical point to the next.
- **Show Don't Tell** - There is no better way of involving the reader than by using quotes. Quotes give the piece authority and authenticity and stop the piece from being a lecture. People want to be informed and the best way is through quotes. They are also great for leads and endings.
- **Style** - Be yourself. Everyone writes differently and good writing comes from good experience. Don't try to write like someone you're not, have your own voice.
- **Keep It Tight** - Ask yourself 'could this sentence be one or two?' or 'Do I need this work here?' The goal is to tell the reader something in as few words as possible. When the article is done. It's done, don't try to force as many words as quotes into the story as possible.
- **EDIT** - Read your story multiple times, not just for grammar, but opportunities for improvement.
- **Use Strong, Familiar Verbs** - There are plenty of words in the dictionary that everyone knows what they mean, there is no need to pull out thesaurus every sentence and alienate your readers.

EXAMPLES OF WELL WRITTEN STORIES

- <https://www.rfdtv.com/story/41853306/no-1-ranked-saddle-bronc-rider-wyatt-casper-wants-to-keep-riding-the-roller-coaster-at-the-american>
- <https://www.rfdtv.com/story/42031735/meet-christyannah-and-kiera-the-4h-members-who-have-sent-more-than-1300-masks-around-the-us>
- <https://www.rfdtv.com/story/41997076/california-woman-creates-virtual-easter-egg-hunt-that-spreads-throughout-us>