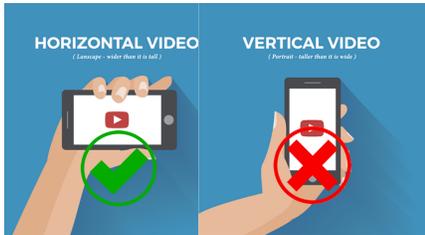




# VIDEO RECORDING BEST PRACTICES

As we all prepare to attend rallies on “Impeachment Eve”, we wanted to share some quick tips to make your video recordings as productive and dynamic as possible. Since most of us will be using our cell phones to record video, we figure this is a good place to start.

## CELL PHONE VIDEO RECORDING TIPS

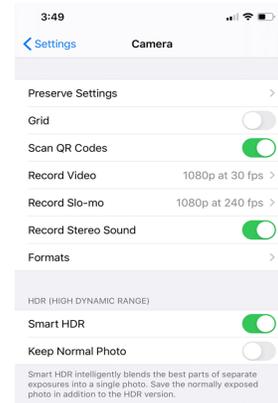


### 1. ALWAYS RECORD VIDEO HORIZONTALLY (SIDEWAYS)

Since nearly all television, movies and internet video are viewed in widescreen format, it makes sense to record video in the same way. Thus, it will make your video more dynamic for the viewer.

### 2. LET’S CHECK OUR SETTINGS

Resolution is very important when making quality videos. Thus, we want to make a quick check of our settings. For iPhones go to “Settings” and click on “Camera”. The example on the right is the best format and frame-rate (1920x1080 at 30 Frames Per Second). A lot of cell phones can record even higher 4K resolution but this is not necessary for internet videos. If you are using an Android phone or a GoPro, adjust settings to 1920x1080 at 30 FPS.



### 3. GET CLOSE TO THE ACTION

Don’t be afraid to get close to the action. For example, if you are filming a speaker at a rally, you will want to be as close to the speaker as possible to give the viewer the most dynamic and enjoyable viewing experience possible. A GOOD RULE: Always imagine YOU are the viewer. Would you rather watch a video of a speaker shot from the 30th row or right up close? Also, don’t be afraid to try creative angles. When a speaker says something that gets an applause or the opposite, it is always good to slowly pan towards the audience. Viewers like to see crowd reactions (good or bad).

### 3. LASTLY, HAVE FUN!

If you feel up to it, interview other attendees and if possible the speakers themselves.

## SUBMITTING VIDEOS

\*\*\*Eleven Films will be producing a quick turnaround wrap up video from all of the rallies across America. Since video files can be quite large. You will want to upload to a cloud (DropBox, Google Drive, iCloud ect.) and then send the download links to [elevenfilmspresents@gmail.com](mailto:elevenfilmspresents@gmail.com). PLEASE only send the video links that you think would make for the best video. Example: If it is a 3 hour rally, there is no need to send all three hours. Only the video of the best speaker or cool shots. Please include the names of speakers, location and your name so we can credit you! **NOTE: Please submit videos links no later than 11:59pm (PST) on Tuesday, December 17th.**