

Tips for Capturing Your NPLD Event on Video

On National Public Lands Day, take a moment to capture volunteers in action and learn why they care about public lands—and why they decided to join the celebration. Here are some tips for taking a quality video clip with your cellphone. If you have a regular video camera you can still strengthen the piece with these recommendations.

TIPS FOR FILMING AN INTERVIEW

- Choose a quiet spot and stand close to your subject so the camera's microphone will clearly pick up their voice. (Remember, you are closest to the microphone—stay quiet during their answers!)
- Create a steady shot by using a tripod, resting your elbows on a surface, or holding the phone or camera close to your body to stabilize it.
- Stand with the sun behind you and ask your subject to remove their hat if it is casting a shadow on their face.
- Compose a shot—head and shoulders or waist-up are the most useful.
- Make sure you are focused on the subject, not the background.
- Avoid using the iPhone digital zoom. It degrades the resolution. To get a closer shot, move the camera closer to your subject.
- Ask your subject to speak up if they are too quiet. (Asking your questions in a big voice will encourage them to match your volume.)
- Ask your subject to state and spell their name, tell you their affiliation, hometown, and email address—in case you need to get in touch later.
- Explain that your questions won't be included. Encourage your subject to answer in complete thoughts and sentences.
- Treat the interview like a conversation – don't be afraid to go off-script and ask follow-up questions.
- Be encouraging! Content and personality are more important than technical perfection. Bumpy answers can always be edited. If you are worried there was a technical problem, tell your subject that their answer was so great you want to do one more—just to make sure you got it.

TIPS FOR FILMING AN ACTIVITY

- Keep the camera steady.
- Avoid zooming.
- Get a variety of shots—wide, medium, and close ups. Think of it as taking snapshots that will tell a story. Hold each shot for at least a count of five.
- Have fun! Once you have some steady coverage in the can, walk around with your camera, follow the action, and try some in-the-moment interviews.

RECOMMENDED QUESTIONS FOR NPLD VOLUNTEER INTERVIEWS

- Tell me your name and whether it's your first time here or you are a regular visitor?
- What do you like to do when you visit (SITE NAME)?
- What inspired you to join National Public Lands Day, the largest single-day celebration of the nation's public lands?
- Why are public lands important to you?

Please share your NPLD videos and photos on social media. Be sure to tag them with #NPLD.

Tips provided by The Biscuit Factory, an award-winning production company that creates long and short form programming.

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