

STUDIO TECHNOLOGY

- **Graphics camera:** provide hard copy graphics (brochures, pictures, etc.) and staff can show them on screen at your request.
- **Laptop:** use videos, photos, presentations and more to enhance your show, just bring the files on a USB drive for use with the studio laptop.
- **Skype:** Include a guest from far away! Ask the staff for assistance and test in advance of program.
- **Phone Line:** During live programs, you can encourage homeviewers to participate, or you can have a guest call in for an interview.



QUICK TIPS TO SHARE WITH GUESTS

What should I expect? Upon arriving at the studio, please sign in on the sheets provided in the lobby with the correct spelling of your name and title. BCTV staff will let you know when the studio is available, get you seated, and attach your microphone to the front of your clothing.

What should I wear? Avoid wearing white, it reflects very intensely with studio lights. Also avoid patterns with tight stripes or patterns with fine lines—they tend to not translate well on video. Solid colors are best!

Where do I look? Look at the person who is talking, even if they are not addressing you directly. This makes the wide shot of everyone look better. If you wish to 'speak to the audience', look at the camera that is 'live' (red light on top is lit). Do not watch yourself in the monitor.

How should I sit? Sit up straight, don't slouch. Also try to be still, but natural. (Avoid nervous movements or shifting) If you put your feet solidly on the floor, this will help keep you steady with good posture.

How will I know how much time is left? A camera operator will cue the host for the amount of time left in the program. Time cards will show at 10 minutes remaining, 5, 4, 3, 2, 1, and GOODBYE. Your host will wrap up the program when needed.

PRODUCER ENRICHMENT

Expand your audience.
Enhance your program.

bctv.org
Be informed. Be involved.

Tech, Tools, & Tips for the Studio

Your dedicated participation at BCTV keeps Berks County informed and involved with critical programs, issues, and ideas.

You are leading valuable conversations in our community and your civic engagement is appreciated!

We are proud to have you as a part of our community media team.
Thank you!

Expand your audience. Enhance your program.

Top tricks for awesome programs!

1. Send graphics and materials in advance whenever possible—this allows staff to format and prepare them for best viewing.
2. Hold props and display items correctly—rest items on the table, tilted slightly forward to reduce glare, and keep them still. Let the camera do the work!
3. Know your replay times and share them with your guests—also, the episode will be available in the archive on bctv.org and on our YouTube channel approximately 24 hours after your program airs.
4. Move in and out of the studio quickly and orderly—please make yourself at home in the lobby for conversations before and after, but keep the studio clear for other producers and changes in set.
5. Share, Share, Share! Your social media, email, and website, are great places to keep your audience updated with your program and information.
6. Smiling looks great on camera!

Instructions and tips for producing video for use on BCTV



Shooting tips:

Hold your device horizontally, not vertically (if shooting with a phone, point and shoot camera or mobile device).

Hold your device as steady as possible or use a holder, selfie stick, tripod, etc.

Frame the shot with people's heads in the upper third of the screen so there is not too much space above their heads.

Avoid shooting with windows in the background, if shooting indoors.

Be sure that the lighting is predominantly coming from the front of the subject and not the back to avoid a silhouette look.

Avoid excessive zooming in and out or panning (camera movement) while recording.

When capturing audio interviews, speaking or music:

Be close to your subject so that you pick up more direct sound versus ambient background noise.

Avoid shooting next to a busy street or intersection. If it is windy, move to an area shielded from the wind or move indoors away from noise.

(continued)

If you are capturing a speaker at a podium or stage be as close as possible to get more of their direct sound.

If you are holding the camera while asking questions of a person don't be too loud because you are closer to your camera's microphone than your subject. You don't want your recorded voice to be too much louder than the person you are interviewing.

Editing Tips:

When creating graphics with text (full slates or lower thirds) make sure the text is indented in from the edges by 15% so that it does not get cut off. This is called the "safe area." Many televisions cut off the outer edges of video, you may not see this in your editing program.

Choose text colors wisely (don't use yellow on a light background).

WHO SHOULD I CALL WITH QUESTIONS?

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