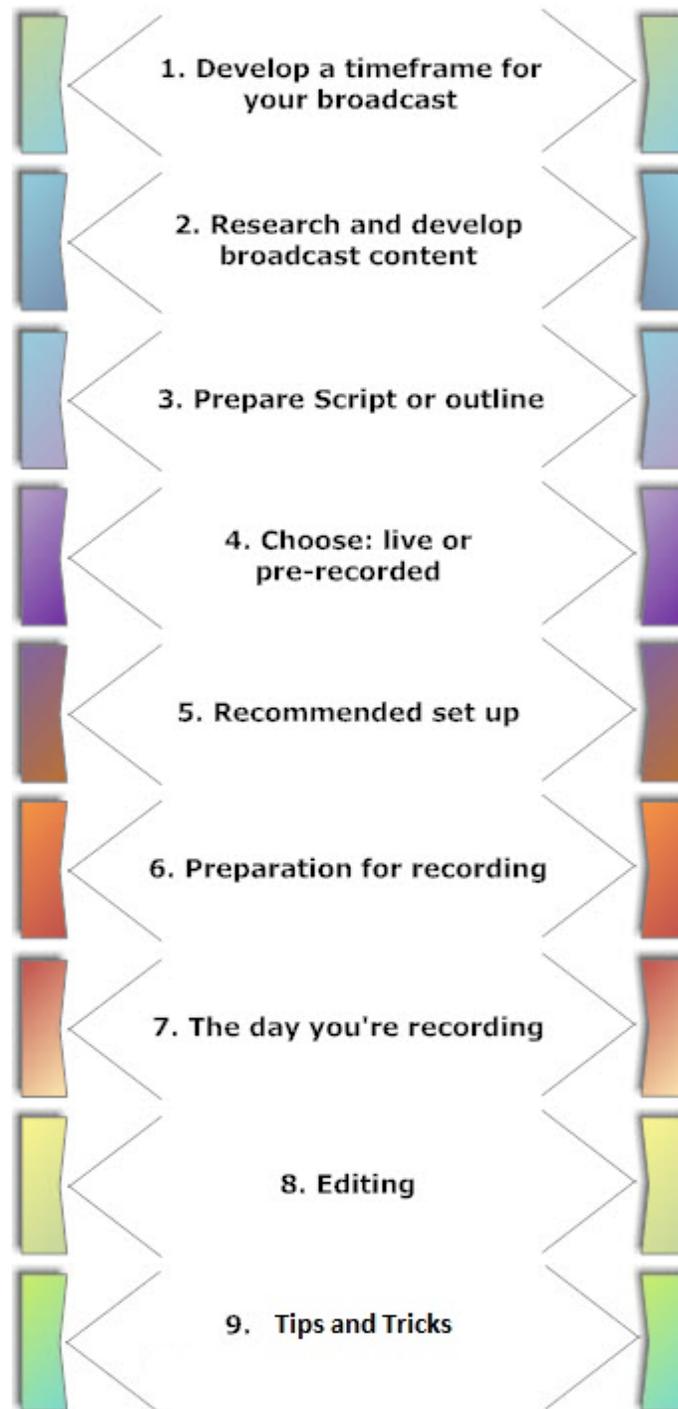


Creating a Broadcast



Step 1: Develop a timeframe for your broadcast

- Call Randy x7450 or Rhonda x7325 to see which dates are available for your broadcast and discuss your needs;
- Coordinate with Subject Matter Experts (SMEs) and/or anyone else who will be in the video to determine which of your dates is best;
- Schedule your dates - it's important to schedule more than one date in case all of your SMEs aren't available on the same day(s);
- If you need to cancel unneeded studio dates, do so ASAP.

Step 2: Research and develop broadcast content

- Work with SMEs to gather all necessary information;
- Gather all sources of information for the training;
- Break content into sections.

Step 3: Prepare script or outline

If content is...	Then...
Regulatory, Specific, Exact	- script is necessary - writer/editor can assist in compiling the script - teleprompter should be used
Conversational, Casual, Well - Known	- outline can be used instead of a script - you can refer to your outline through taping - teleprompter isn't necessary

Broadcast captioning is required. Transcripts can be made available from the captioning, after the broadcast.

Step 4: Choose whether you want it to be live or pre-recorded

	LIVE	PRE-RECORDED
ADVANTAGES	<ul style="list-style-type: none">- Can be interactive- Audience can ask questions and get feedback	<ul style="list-style-type: none">- Scenes can be re-recorded;- Edit before anyone sees it to remove mistakes or irrelevant content.
DISADVANTAGES	<ul style="list-style-type: none">- Can't get it perfect;- It can be intimidating to go "live."	<ul style="list-style-type: none">- Lose spontaneity after shooting a scene multiple times;- Want to fix every flaw.

Step 5: Recommended Walkthrough

- Familiarize yourself with the broadcast studio a few days before recording;
- Sit in front of the camera to get comfortable with being taped;
- Look around at options for the set; think about how to arrange the set for your broadcast (greenscreen background can be made from many photos available);
- Work with the video production team to block the production and ensure all visuals and components are working.

Step 6: Preparation for Recording

- Make sure everyone involved knows when they're speaking and what they're saying before your broadcast;
- Know how you want the set to look;
- Bring any materials for demonstrations and/or visual aids (video clip on jump drive, props, slides, etc.);
- Bring a few PowerPoint slides on a jump drive for use while editing
 - Have some slides ready to put in at different points during the broadcast, and bring some blank slides to cover edit points
 - Example: If you need to re-record, or if you want to cut something out, there will be a glitch in the film where a few minutes were removed that don't match up perfectly – bring blank PowerPoint slides to put a few points on, put into the video, and make the transition between shots smoother.
 - This makes editing easier;
 - Breaks up face time.
- Always provide a point of contact, example:

For any questions, contact:
Smokey T. Bear
smokey_bear@fws.gov
776 - 659 - 4563

- This can be a PowerPoint slide to show at the end with your Email and phone number;
- Training will be more effective if the audience has a way to contact you and get questions answered.

Step 7: The day you're recording

- You will need to arrange the set for your video;
 - If possible, it's useful to arrange it the night or morning before you start taping; it's one less thing to worry about;
- Remember to smile while you're on camera!
 - This is especially important if you're on camera when someone else is talking; the audience can still see you;
 - A smile helps you to be comfortable...and viewers, too.
- What to wear:
 - Rich flattering colors (pastels are not great);
 - No all white or black shirts (unless a jacket or sweater covers most of shirt);
 - Subtle patterns are okay;
 - Avoid wearing any distracting or busy patterns;
 - Shirts with really thin lines can appear to glisten on camera and be distracting;
 - Buttoned shirts are great – you have to wear a microphone, and they feed it up through your shirt
 - If using green screen, don't wear a light green shirt!

Step 8: Editing (only for those who pre-record their broadcasts; live broadcasts skip to step 9)

- You work with the studio editor to edit your broadcast;
- It's beneficial if you watch the scenes right after you shoot them so if there is a mistake, it can be immediately corrected;
- The editor's job is to create a seamless product that looks professional; he's quality control for the video itself;
- Your job is to be quality control for the content.
 - Choose the order of the scenes; before this point, the footage is in little snippets and you need to tell the editor how to put it together.
 - Evaluate whether the information flows and makes sense.
 - In the editing stage, you're the Subject Matter Expert, and you need to make sure the content is relevant, necessary, and correct.

Step 9: Tips and Tricks

- Think visuals! Photos, videos, props, demos - anything visual will help.
- Think stories! Stories are great teaching tools. We remember a story!
- Be Creative! Try new things. Experiment - it can be fun!
- A little humor goes a long way. Relax and enjoy!
- Create your slides as 16x9 format (not 4x3).
- You may not need a full script. Some prefer a script, but many times a good outline is all you need.