

45 IDEAS – WHERE & HOW TO USE VIDEO

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MODERATOR

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PANELISTS

KAREN TAPPENDEN is co-publisher of Holistic Horse Media which consists of a bi-monthly print magazine, a website that has been on the internet since 1996, bi-weekly e-newsletters, audio blogs and a YouTube channel with more than 29 million views! The channel is monetized and generating revenue for Holistic Horse. Karen is also a video producer of corporate and small business video productions, and she freelances as an assistant director in sports television for ESPN, NBC, Comcast and CBS. She has worked in the television field for 30 years.

SEAN BLACK is W. F. Young's Digital Marketing Specialist. He grew up having horses (Percherons mostly) and learning computer skills working in Real Estate and the music business. His father had one of the first IBM PCs and fostered an interest in technology. Sean came to W. F. Young in 2010 and worked both in the Marketing Department, doing market research and administering the Facebook page, and in the Quality department running field tests and managing specifications. Eventually he took the position of Digital Marketing Specialist, which encompasses managing 7 websites, blogging, social media, domain management and producing product videos.

CHAD MENDELL, EquestrianProfessional.com. Chad Mendell is the editor of EquestrianProfessional.com and the co-host of the Equestrian Social Media Bootcamp. Chad was selected to be a judge of the 2011 Equestrian Social Media Awards and is a sought after speaker on Social Media and Content Marketing. He is the former executive editor of *The Horse: Your Guide To Equine Health Care* and TheHorse.com where he helped develop an array of online educational products from videos, newsletters, and live webinars.

JEREMY MCGOVERN is senior editor for American Farrier Journal, the world's leading magazine serving hoof-care professionals. AFJ's magazine, special reports, books and annual conference help farriers improve their knowledge and skill. He also is the eMedia Director for the magazine's parent company, Lessiter Publications, whose products span the equine, agriculture and sports industries. Jeremy built the video program that all Lessiter titles use for collecting, editing and distributing video. His advice here is tailored for the small, niche publisher.

1. **Make videos from your photo shoots.** Put the still pictures in a storyline, use the Ken Burns effect (talking iMovie or Final Cut) and some canned music, and you have another use for all those great shots that just did not make the cover.
2. **Topics are as important as the production.** I recently read a quote from hot Hollywood director J.J. Abrams (Mission Impossible, Star Trek, upcoming Star Wars) that echoed this: “It’s more important you learn what to make movies about than how to make movies” from a British Academy of Film & Television Arts interview. Now he’s speaking to grand efforts and needing to be passionate about the subject, but I think it translates to our videos as well. The topic needs to be relevant to you and your audience first; everything else will fall onto place. If you know what you are talking about, and it is also something your audience wants to hear about, then it will be well received. I’ve experienced this multiple times, where I put a lot of time into editing and transitions and things that are not all that important, and end up with something that just doesn’t matter. The best and most communicable elements of your video are a great message and clean footage.
3. **Social: If you haven’t noticed, video and social media have a great relationship.** You can use this to your advantage to get in front of potential new users without spending a dime (well, except for the cost to produce the video).
4. **Where to Begin?** For the editor in the field, you don’t need to spend a lot of money (less than \$1,000) to capture quality video and audio. Necessities: camcorder (with audio output), wireless mics, storage, tripod/monopod and lighting. Do your research; read consumer reviews. Manage your expectations of the finished product based on the level of videographer talent and quality of equipment.
5. **Make sure your videos are high definition not standard definition.** With the onset of High Def TV, YouTube and other hosts are setting the format for the High Definition ratio. The quality and screen ratio is very different and detectable from Standard Definition.
6. **Story telling is a very powerful tool in today’s media rich landscape.** Just as you tell a story in print, when you can lead someone down a path and out into a sunny field of understanding at the end, you have earned their attention. For a product video like the type I usually make, the story is basically “you have a horse care issue; here is a solution and now look at the great results you could get”. But for other fields like interview journalism, blogs and educational videos, you can take the story telling much further. All of the principals that apply to storytelling in print relate to short video production.
7. **YouTube:** YouTube is one of the best places to host your video, and it’s free. Google, which owns YouTube, will often display two or three video results for search queries

on Page 1 of its results page. There are fewer videos than text-based pages, so often times if you are having trouble ranking for a certain keyword phrase, you can use video to leap over some of the more established pages. If you can't host all your videos on YouTube, at least select a few or excerpts from your videos and host those there. Be sure to include your website address in the video's description (usually before your written description); it can help to increase traffic to your site.

8. **Increase your value as a freelancer.** Competition is fierce and pay isn't great for freelancers. Separate yourself from the others by making video as part of your story pitch for that print assignment. Many publishers are looking for those who can help marry print and online. You also can deliver greater value as the video editor. Discuss compensation up front with your assignment editor.
9. **Be conscious of your video shoot location.** Look at the background, the shadows the lack of lighting. Is there a window with bright light coming in behind? If you want the outside to be visible, you will need to light the subject on camera inside with decent lighting equipment. It is much easier to lose the bright background and shoot in a well-lit area.
10. **Episodic video is a great way to keep people coming back to you.** Plus, it can help build a sense of community. As long as the theme can repeat, like "horse farm of the month" or similar, you can really

refine your work, while keeping people coming back. People are comfortable coming back to something they already know they like. This means you won't need to convince them all over again that your video is worth watching. Plus, if a new viewer comes across a series of videos, they are more likely to spend a long time on a website, watching one after another. "Time on site" is always a sought after metric for websites since it indicates brand affinity and engagement with your message. On the flip side, it means they like your message; they didn't just watch a few seconds and leave.

11. **Behind the scenes:** Everyone likes to feel like they special access to what's going on at events or even just around the office. Videos that take the viewer behind the scene can help those people build a strong connection with the brand and the people who are taking them there. These can be day-in-the-life type videos or even just b-roll shots from an event. They are usually a lot of fun to produce and enjoyable to watch.
12. **Be a good Boy Scout.** Be prepared. If you don't go into the assignment with the mind of a videographer, the finished product will reflect poor preparation. If interviewing a subject, place him/her at ease. Give video the same respect as your print product. Whose time have you wasted with a poor-quality video?
13. **Learn to use B roll to help tell the story.** B-roll (en.wikipedia.org/wiki/B-roll) is the

supplemental or alternate footage intercut with the main shot in an interview or documentary. You can buy B-roll from reputable cameramen and women, like me! I can also give a couple of references.

14. **Take advantage of a cool “meme” that fits your message.** Smartpak did a genius take on a popular meme “Stuff White People Say.” Originally I think it started out with “White Girls Say” I believe. But then it became a phenomenon where people made their own versions, and you started seeing them everywhere. This was a meme because you could plug in your particular race or gender or hometown and redo it for you. Smartpak took it, made it equine, and came out with Stuff Riders Say, which has over 200k views. Then they made more episodes to keep the gag running. Anytime you can make your own version is a perfect chance to show your audience that you are contemporary and relevant, and they will love you for it.
15. **SEO:** While search engines have a hard time deciphering what’s in a video, there are things you can do to help them out. For instance, make sure you include a good keyword-rich title and include a transcript or show notes on the page if possible.
16. **Webinars still work.** The live event is the icing. The recorded event is where the eyeballs are. Make a comprehensive package focused on qualified leads for the webinar sponsor. Beware of giving away too much in ad positions and content or you may destroy your credibility.

17. **The future of web ads will include video.** Keep up on what kind of technology you will need to host those ads.
18. **Content in a video does not always need to be directly business related.** If you are promoting your videos via social media and are looking for virility, you almost want it to be unrelated to selling. Like an early 90’s blue jeans ad on TV where you “what were they selling?” People have come to expect a commercial free experience, so you really need to wrap your message in humor, or rich visuals or something quirky to have it spread quickly. If you do achieve the lofty goal of the viral video, your goal/message/brand can ride the coattails of the highly consumable content and becomes really an afterthought. But don’t discount that coat tail riding – if 50,000 people wanted to watch a video about a dog and a baby, then it said “Find more animal fun at Absorbine” at the end, I’d take that any day.
19. **Long- vs. Short-Form Video:** We used to hear that nobody would watch a video longer than a minute; however, that’s not entirely true. Sure most people today have the attention span of a gnat, but if the content is entertaining or educational enough, they will pay attention for long periods. In general, try to keep your short videos 3 to 5 minutes in length, and your longer videos under an hour and a half. Also, don’t be afraid to cut your long videos into shorter segments for those who only have a few minutes to watch.

20. Make that digital edition sizzle.

Are you only replicating the print edition? What's the point of a digital edition if you don't take advantage of the medium? Video interviews can supplement the story and remove the step of migrating from print to digital. Savvy advertisers can maximize their investment by making a half-page ad grow through video.

21. Annotations in YouTube videos:

once the video is uploaded go into video manager, find the video and click on the pencil to edit the video. Find annotations, add your website URL. You can make them a hot link so you are helping your SEO and imprinting your brand.

22. Make sure to check your action and title safe zones.

There's nothing like creating your masterpiece, making it into a DVD for a big presentation to the VPs, and half of the sentences are cut off or the subject's head is cut off. The problem is that TV's are all different, so there is no one size frame or video format to fit all displays. To combat this, the industry uses action and title safe zone indicators built into editing software. As long as you are inside these zones, your text or subjects are *likely* to display on the majority of TVs. Also, we've come to expect titles to be within these action zones. Text outside of them, towards the edge of the screen, can actually be jarring to the eye because of our familiarity with these proportional standards.

23. Product demonstration: If you have a new product, book or even just the

next issue of your magazine, video can be a great marketing tool to promote it. If you're a book publisher, use interviews with the book's author as a virtual speaking tour. Maybe you have a new app coming out, use video to give your audience a sneak peak at what they can expect. If done right, video can help you build anticipation and buzz around an upcoming launch.

24. Grow your ancillaries/premiums.

After you build a history of videos, find a common theme and print these to DVD. Even if these are collected on your site, don't assume everyone has found them and watched all. These DVDs can be sold as ancillary products in your online story or used as subscription premiums. Planning ahead with each video in production is crucial.

25. Produce your own trailer for your video channel. Make it entertaining, get some testimonials from your readers and advertisers and tell your story.

26. Uploading to YouTube vs.

Facebook vs. Blogs? It's not really a versus situation, but rather a circular media sphere – you need to be on them all. But it's not really a case of having to do things over and over. Each of the places has advantages. Take YouTube. In my own experience, I treat it as less of a social site, and more like a highly searchable online VCR. I get comments and followers there, and try to respond, but it's not nearly as active a community as Facebook for us. Yet it provides a powerful video sharing platform for Facebook and

Twitter. On Facebook, you can upload a video directly to Facebook's server, but YouTube is a more sharable platform since you don't need an account or to be signed in to watch a video. I think the best way to operate is to house all of your videos to YouTube, then post the links to your social sites.

27. **Now back to your regularly scheduled program:** Before on-demand recording devices, people used to plan their days around their favorite shows or televised events. While the need to be in front of a screen at a designated time has diminished, there is still a need/want for a consistent content distribution.
28. **Work the trade show.** We picked this tip up from Ryan Dohrn. With his help, we've developed a quick video process at our trade show to record product commercials by exhibitors. The finished videos are promoted via newsletter and social media. Priced at a low cost, they lead the prospect to a quick decision. Not only limited to our trade show. Again, preparation is crucial.
29. **Voice Talent is inexpensive to hire and can sound much more professional than your average CEO.** Free eBook: Directing voice actors online:
http://voicebunny.com/ebooks/directing-voice-actors-online?utm_source=Voice123%2FVoiceBunny+updates&utm_campaign=268941de5c-ebook_directingPCL5_248&utm_medium=email&utm_term=0_099c4545be-268941de5c-64927933

I like Voicetalentnow.com because you get a very wide variety from which to choose!

30. **Don't forget Vimeo.** YouTube is not the only player in the game. We've all been frustrated when attempting to watch a video and it just stalls on you for eternity, sometimes never even playing. Vimeo, which is similar to YouTube in many ways, offers an alternative that often plays much more smoothly and consistently. Is that because Google/YouTube is so huge that its servers get overwhelmed – it's not always that your home's internet service is too slow. That's why it often still stalls while I'm at work on our T1 connection. Sorry cat video, you'll have to wait until later...It seems like videos on Vimeo are less effected by busy servers. They came out with high def capability before YouTube, and I think their focus is more geared towards hi def video. YouTube is more of the everyone's tool – a volume player.
31. **OneLoad:** This service used to be called TubeMogul "back in the day". This service allows you to upload your video once and automatically distribute it to multiple video and social media platforms. It has a free subscription model that allows you to deploy up to 100 videos per month and several paid levels that offer more bells and whistles.
32. **What's easier than a slideshow?** Narration over a slideshow of images from a story produces a wonderful online supplement with minimal work. Also salvages wrecked videography. These are easy to

produce and can pair with other content or serve as independent content.

33. **Other servers besides YouTube host videos.** If you are building a video magazine and you only want subscribers to see the stories, or if you do not want ads to popup on your videos, look for streaming video servers. Google it!
34. **Vine or not to Vine?** Vine is a mobile app that enables its users to create and post video clips. Video clips created with Vine have a maximum length of 6 seconds and can be shared or embedded on social networking services such as Twitter. I see this as an extension of the animated .gif concept (several frames in looped motion to convey a thought) which is very trendy right now in online circles. If you have a short clip of video that you want to display looped, or a way to convey an idea in a very short time, Vine could be a great platform for it. Its strength stems from short attention spans, but it could also be considered a new mini art form, since it is so narrowly defined and unique.
35. **Interviews:** These can range from the “man-on-the-street” type of videos to the studio setting sit-down interviews. However, how they happen and the amount of production value behind them doesn’t matter as much as the person being interviewed and what they have to say. These can be used to supplement an article in print, as a series or just standalone videos. Anytime you’re at an event or working on an article, you should be

thinking what video interviews you can get while you’re there.

36. **Establish your authority.** You attend conferences, shows, etc. that are important to your audience. Take them there through interviews, reports, trade show tours and other coverage that deliver the sights and sounds of being at the event. This can be done as a live webcast (cost associated with streaming) or recorded dispatches.
37. **Be aware there are many video camera formats out there;** you will need to understand what format your camera (or your videographer’s camera) is shooting on. For example, I shoot with Compact Flash Cards, very similar to what a newer still camera uses, but holds more information. There are P2, Beta HD, Cameras with their own Internal servers. You need this information upfront because you have to edit with a company or in your office that can handle taking the video or “ingesting” it so that it can be edited. You can run into exorbitant costs trying to get it converted to work with XYZ editor who does not have compatible equipment. Unless your cameraperson is also your editor, give your videographer the card or the tape he needs to shoot on so he can hand you the original footage when the shoot day is done. If you have a shoot on location in Texas with a camera operator and you are editing in New York with a production company, have the two talk prior to the shoot so everyone is on the same page!

38. If you are in the market for a camera, consider the digital SLR.

Now as I said before, it's really much more about the lighting and the content of your videos. You can take a wonderful video with a \$200 dollar Handycam if you have good lighting and scene set up. If you are looking for a slightly higher resolution and a different feel, consider these new generation SLRs that have video capability. The reason I like them is not just because of the higher bit rate, but because of their shallow depth of field capabilities. This is what gives big screen film that cinemagraphic quality. It's when one part or subject is in focus, and everything else is blurry. It feels more like your eye sees and is almost a little 3d. these types of cameras range from \$500 to \$7,000 for some of the full frame professional Cannons. A little star I found was the Panasonic GH2 (the GH3 is out now). The GH2, if you can find one online still for sale, costs much less than most other cameras of this type, and is especially suited to video because of its very fast and near silent autofocus. You don't want to hear gears and motors whizzing on your movie!

39. Live Videos: We're live in 3-2-1 ...

Technology has made it easy for almost any one in any location (with a good internet access) to broadcast live video. This is great for conferences, major events or webinars. Recording can be made available after the live event for purchase or as a benefit.

40. Unique tool for ad sales. Can't nail that elevator pitch? Email promos

falling flat? Use video to record pitches as instructionals/promotions for SPECIFIC advertisers. Allows prospects to go through at their pace. A cheap and effective tool makes this a snap to produce and not have to utilize other staffers.

41. Have fun with the shoot. A cameraperson who is creative and careful around horses will give you many choices in "B roll shots" or cover shots. Listen for shots you will need to have to make your story complete. Kicking yourself in the edit studio for not shooting something is no fun.

42. Follow up and measurement should be carried out. Now that you've gone through all of this work, make sure to monitor the results. The simplest metric is views as measured by YouTube. Which of your videos gets the most views the fastest? That's the type of video you should be producing more of – it's all up to your audience. Google analytics and Facebook insights will give you in-depth measurements of how people are consuming your video posts. In Google analytics (if you post the video to a website), pay attention to where people are coming in from that land on your video page, and how long they stay there. These "referring sites" are places you might want to promote your videos. Make sure to respond to questions about your video that are posted on YouTube. In most cases, make sure to allow comments by the public on YouTube and Facebook. This allows for the greatest effect for your video – someone might want to ask "can I repost this onto my hugely

successful blog?’ – you want them to be able to ask questions. Lastly, resurrect old videos once in a while. Just because it’s on YouTube does not mean new people to your Facebook page know about them.

43. **Thank You Pages:** If you haven’t read Gary Vaynerchuk’s the *Thank You Economy*, buy it and read it on the flight home. We live in a world that is getting smaller and in some senses reverting back to the small town mentality when it comes to business. You might not know everyone’s first name, but you can certainly thank him or her with a personal video for registering for your site or making a purchase.
44. **Think Big.** There are many different ways to present video. Create a huge editorial package built strictly on a video series and sell a single sponsorship. The content can be as unsophisticated as a slide show. For one of our agriculture properties, a comprehensive video series generated from images captured on a barge ride on the Mississippi resulted in a \$7,500 sponsorship. Not bad for what was a vacation trip.
45. **When working around horses, use wireless equipment and educated camera and grip personnel.** Take the time to explain to the crew what to look for in a barn stall or the field the hospital, and to be mindful of the horses’ curiosity but ability to change in an instant.
46. **Stick to video content that your audience expects from you.** Embellish upon the “how-to” concept from print to screen. Think

of your story becoming a short documentary piece.

47. **Don’t let amateurs shoot your video.** Employ local videographers or, at the very least, use a tripod even if you are using your iPhone!
48. **Use good quality microphones and always use a lavalier on the speaker if your subject is not speaking directly into the camera’s shotgun microphone.** The iPhone has a new wireless mic.
49. **Remember popular music is not FREE!** You can purchase canned tunes for a reasonable price; music is worth the investment for many finished pieces.
50. **Have a plan:** When your writer goes on an interview, hire a videographer to accompany her. Shoot the interview and all the bits of information surrounding those interviewees’ interesting comments.
51. **High Definition cameras can also shoot still photos;** you can use those for your print article!
52. **YouTube can host your videos at Private or Public.** If you choose the Private option, you will have to enter the email addresses of those you want to have authority to watch the video. This is a great way to get approvals before going public.
53. **One of my clients is producing an e-Manual for a new product line.** This way the printed instructions are available as well as the “HOW TO VIDEO.”

54. **Videos are a great chance to explain details of your product or story in rich media.** For example, Absorbine products include many botanical ingredients. We try to use video to call these out and explain what they are and how they help. Multiple images of the ingredients, or event or whatever you are promoting in a detailed, solutions-based frame helps the viewer understand the message of the video, detail is important. You don't want to just give the gist of your product, or frame it up only by what is usually said about it, you want to really explore everything that makes it special in detail. Make sure you are demonstrating the talking points you have, not just showing someone talking.
55. **Design your videos aimed at different parts of the consumer experience.** Ideally, you should have a video for the important stages of the voyage. In the beginning, you need to grab them, so use something eye-catching or "on the surface" is appropriate. Later, you may need a more in depth piece that explains what your product or service is really about. Then after that, in the case of a product a "How-To" could be needed to make sure they are able to implement what they purchased successfully. Whether or not you make a video for every point in a viewer's experience, make sure you are at least sensitive to where they might be when you produce and distribute the piece.
56. **Keep the message succinct and simple.** One thing I'm learning is that when you are making your 30 second video, you can fit much more

information into it than a viewer can effectively consume. You don't want long text with voice going, an action packed clip and music going all at the same time. Everything should be accentuating one message at a time. It even goes right down to the music being too interesting. It can distract you from the visual, or the voiceover can have too many words while there is something interesting going on the screen. It's very easy to pack too much information in because as the producer, you already know the information so to you, it reads automatically. To a new viewer it can be very overwhelming if there is too much going on. It takes about 8 seconds or so to convey one thought effectively. You want there to be negative space around the messages allowing for time to absorb them.

57. **Annotations can help complete the experience and help you to achieve your video goals.** In YouTube, there is the ability to add links to other videos on top of your video. This means that marketers can provide a link to their next video. Unfortunately, you can't link to your website unless you are a fund raising project. Since YouTube automatically serves up video suggestions that could be unrelated to your video, this is also a tidy way to lead someone to an "episode 2" without much effort. You can use annotations to jump to specific part of any video. This feature could also be used to create an interactive "choose your own adventure" experience that takes people to different videos of yours or from other people. For longer videos, you

could set up a table of contents in the beginning that jumps to various topics of your video. You can also set it to a call to action within YouTube like “Subscribe to my channel”.

58. Video resolution is a big topic of discussion when you start to delve into video. Many camera companies throw around the terms “HD” and “1080P” video quality as if the camera will make movie quality images. I learned the hard way that there is much, much more to video quality and file forms than these simple catch terms. You need to compare the bit rates that the camera is capturing footage in, frame rates and encoding methods. You can have low quality 1080P footage that will look horrible on a TV screen. There is also the video’s format to consider. Most consumer cameras like Sony HandyCams and many digital SLRs record the video into a format called AVCHD/MTS. If you are just starting out, you need to consider what kind of clips you editing software will accept. There are many converters out there that will make your clips into the file type that your editor will accept. I like ClipWrap, or if you are using a Mac, then the program AVCHD is available in the App store. The best method is to make sure your camera is recognized by your editor program, then you can import natively, avoiding any file conversion issues.

59. Safety when videotaping horses is two-fold. First is your crew’s safety. You need to be able to react when unpredictable horses want to walk in

a certain direction, or kick or do any of the fun things that horses do. Avoid being trapped in a corner and always have an exit route. Try to set up your equipment (like power cords for lights) in such a way that the horse least unlikely to become ensnared in it. Always stay in touch with what’s going on; it’s easy to get mesmerized while looking through your view finder. Secondly is to demonstrate proper safety practices for your audience. We do a lot of product application and educational grooming videos. That was why we originally wanted to film in a bard aisle – cross ties. Our solution was to bring another person along to hold the horse’s lead while we filmed, which can be even better than cross ties, like in the instance of bathing a horse that does not want to be in a wash stall. Just think pony club and 4H learnings for you and your readers and you’ll be all set. Also, make sure to give the horses a break and walk them around every so often!

60. Sharing your video is will be the most important step in getting it watched. We’ve found that having the YouTube link embedded in our website garnered as many if not more views that sharing it on Facebook, so don’t leave that option out if you have a website. This won’t be an option for every producer though. Once you have your video uploaded somewhere (again I suggest YouTube) you can easily post the link onto your social media sites, make a blog post about it, email it around and even tweet about it. The beauty of YouTube is that it is highly “searchable” and is

already mobile optimized. So when people run across your link on their phones from Facebook or Twitter and hit the link, it just works on their phone in that “mobile friendly” sort of way (fills up the whole screen, no need to zoom).

61. **Naming, tagging and describing the video on YouTube properly** will ensure that people searching for your topic (or even your video itself if you’re that cool) will be able to find it on that first page of Google results, which is the only page that matters. Put the topic or most relevant/unique words in the beginning of the video’s title. Then make sure to tag your video with search terms you think people will be using to look for your video or topic. Put yourself in their shoes. Put the same words you used first in your title first in your tags. Now for the description. YouTube allows you to describe your video for potential viewers. This text needs to accomplish a few things. A. to engage people. We always include our website first in the description. B. to give them a reasonable description of what to expect. C. to entice them to watch your video. Make sure you start to tell them the story here, and it can be playful.
62. **Webinars are great for many reasons.** Webinars are events, which lend themselves to pre-event buzz and post-event follow-ups. If you have good content and a respected speaker, there can be a lot of value attached to the webinar.
63. **Don’t forget the transcript:** From an SEO standpoint, video is like

staring at a blank screen. Transcripts (or at the very least show notes) are important to let search engines as well as users (don’t forget them), know what is included in the video. If you hosted a webinar, you can even use text excerpts from the transcript to create useful tips or articles.

64. **Extending the story:** Use videos as sidebars to your featured articles. Include video interviews with experts who were quoted in the article and give additional insights on the topic. Video is great for moving readers from print to digital platforms. If you have digital publication, be sure to include video in it. You can either link to video or even better yet, embed the video directly into the publication.
65. **Get a helping hand. Graphics. Editing. Audio.** There are many components to quality video. Can your core staff handle the additional workload? Turn to the online freelancers for quality work at bargain prices. Develop the hungry millennials in your office and give them the opportunity to contribute.
66. **How are you serving video?** Are you serving video through a free source (YouTube, Vimeo) or a pay source (Brightcove, Vzaar)? What you choose dramatically affects your ability to monetize. What you choose affects the control you have. Are you selling a wider audience or toe commercialization of a video? Does it make sense to sell your videos or use YouTube’s ad service as your revenue generator?

67. **Issue promos serve two purposes.**

Get your readers excited about what's coming up in future issues. If you can splice in images or video showing the subjects, you deliver so much more to your audience. These can also serve as generalized promos for potential advertisers. Draw these prospects in with video. **SHOW**, don't just tell, why they should spend money with you.

68. **Shakey? Big Mistakey.** Regardless of your equipment, stabilize when shooting. Stationary interview? Use a tripod. Unpredictable action? Use a monopod. Stabilization software can't stop motion sickness.

69. **Blocking and Tackling.** Videos won't succeed unless the content appeals to your audience. Examine your site metrics on the searches that brought them to your site and what they searched for once they arrived. Popular themes should drive your videos.

70. **Risk/Reward: User-Generated Content.** Your audience could be experts on the topics you cover. Give them a platform to submit video to your site or harvest existing videos from YouTube and other sources. Subject matter and quality have to be governed by you. Done properly, you have new content for your site and give your customers a sense of ownership of your product.

71. **Audio: The Forgotten Hero.** So much thought goes into framing, lighting, composition, etc. Have you considered audio? **Safe:** Always use a lavalier mic. **Safer:** Use lavalier mics combined with a multi-channel

audio recorder. This will save your butt if subjects talk over one another. Don't be afraid to reshoot because of an audio issue.

72. **Flip the Script.** Most publishers have figured out ways to marry print and online by making supplemental videos tied to magazine content. What about print articles that promote independent videos/series? Tease the readers with screen shots from the videos, but don't reveal all in the articles — just enough to whet their appetite.

73. **Lighting is very, very important.** If you go back in time in the Absorbine YouTube channel "wfyong", you'll see videos taken in the aisles of boarding stables. Why would we shoot there? It was for convenience, safety, efficiency and because of winter weather. Unfortunately it looks drab and dark. Overhead fluorescent lighting and dark walls make the footage quality not so great. We started to strive for outdoor settings to video the horses and the improvement is huge. Cameras thrive on light, and even the fanciest camera will struggle to make high quality footage in low light conditions. That's why you always hear the director on shows about movie making say "Hurry people, we're losing the light!" It's a catch phrase because they say it all the time; it's really that important. I like to shoot technical, instructional, product-oriented scenes outside on clear days between 11 am and 2 pm. Interviews with people or "beauty" shots of horses are best shot during dawn or dusk. This is because if you are trying to convey details,

overhead light ensures no distracting shadows; while side-on light just makes you look marvelous! If you must shoot inside, set up as much lighting as you can, while trying to avoid glare. It's usually a three-point lighting scheme that works best, and sometimes you need to mask the direct light with filters or otherwise bounce it off surrounding surfaces.

74. **Goals and Calls to Action:** While video is hot in terms of gaining attention, creating video just for the sake of creating video is a waste of time. Before you say, "Action" make sure you have a clear idea of what the purpose of the video is supposed to do. Will it generate traffic for your website, promote a new product or encourage users to take a specific action? With this in mind, you'll have clear idea of what your videos need to portray and how to fully utilize them.