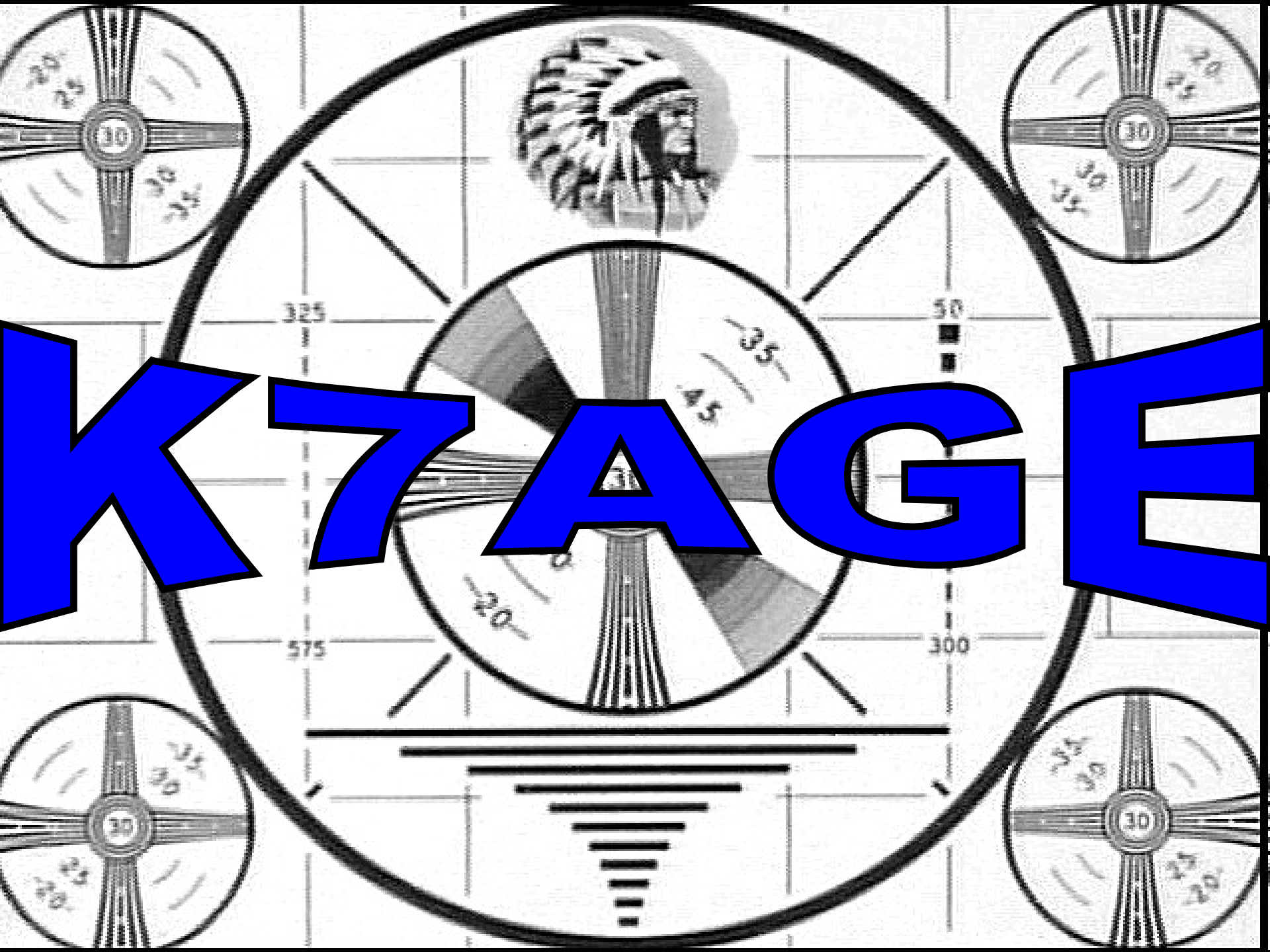


K7AGE



Why Amateur Radio Videos?

Or, my 15 minutes of fame

K7AGE

Randy Hall

k7age@k7age.com

First, a little bit about me

I was first licensed in 1968

I've been around video since high school

- Built a TV camera as high school electronics project
- Worked on remote TV broadcast as cameraman and engineer
- Worked at college TV studio, Rochester Institute of Technology

Work for broadcast equipment manufacturers

- Grass Valley/Belden/Miranda/NVISION and Grass Valley Group, now RETIRED!!!

First Youtube video in August 2006, now over 9 years

130+Videos

Over 3,100,000 total views

Over 18,000+ subscribers

- Now part of the Ham Nation gang,
 - ✕ Wednesday nights 6 PM [twit.tv](https://www.twitch.tv/twit_tv)

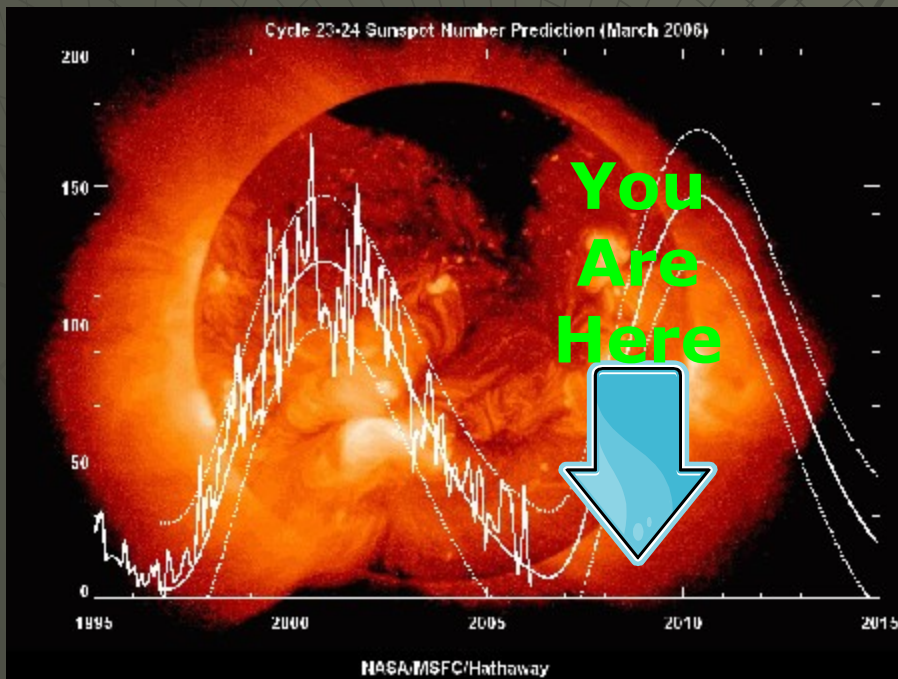


Do we all have the knack?



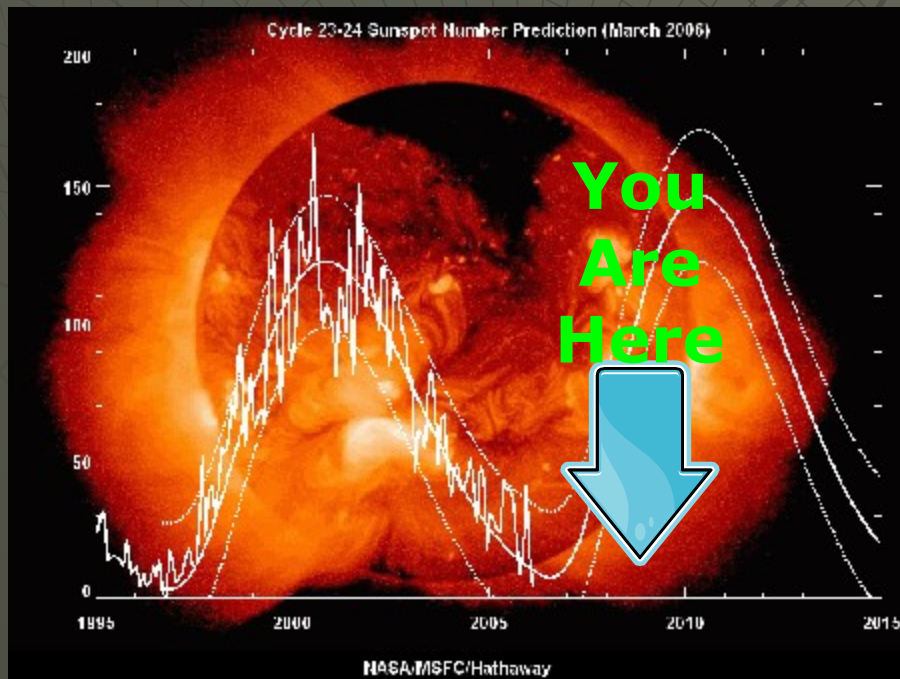
Why amateur radio videos?

- ◆ Well, why not?
 - The bands are dead, **but getting better**
 - More fun than working on QSL cards.
 - Something else to do



Why amateur radio videos?

- ◆ People enjoy
 - How to do videos
 - Educational, learning
 - Ham doing ham things and not talking about doing ham things



Amateur Radio Presence on the Web

- ◆ Many hams have personal web pages
- ◆ Blogs are popular, more every day
- ◆ Podcasts, audio content
 - Download to your computer
 - Download to your mobile device
 - Automatically pushed to your device
- ◆ Videos
 - Another way to distribute information
 - Viewing increasing on mobile devices

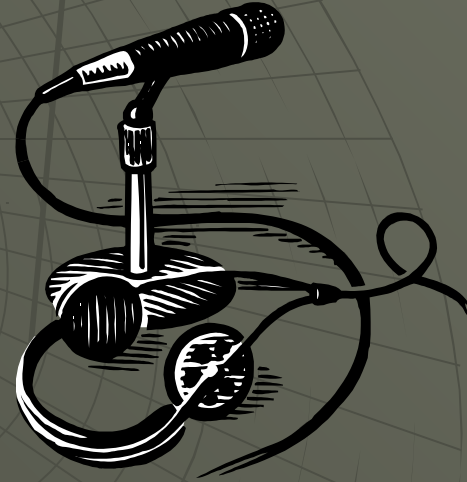
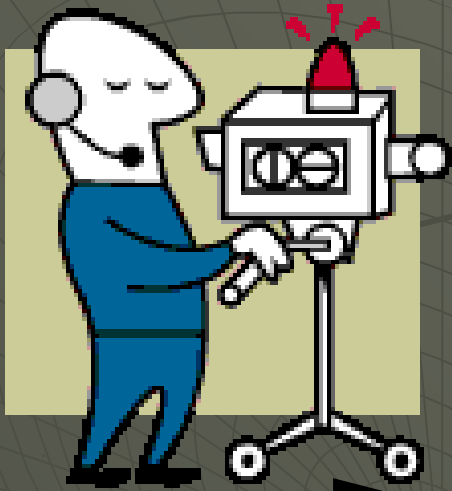
Why Amateur Radio Videos?

- ◆ Promote club activities
 - Field day, meeting promo
- ◆ Educational, how to ...
- ◆ Demos, radios, software
- ◆ Topics are easier to understand visually
- ◆ Operating, DX, digital modes, contests
- ◆ Tours of remote repeaters
- ◆ 15 Minutes of fame!
- ◆ Wide public access

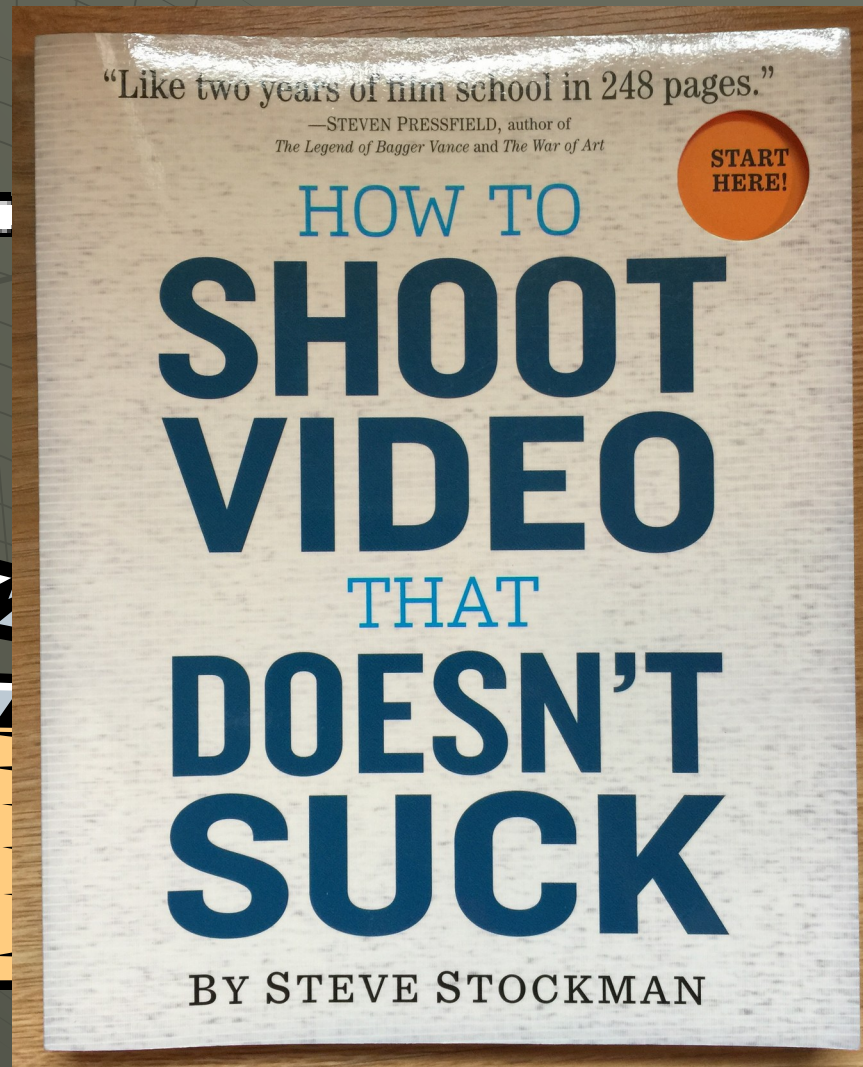
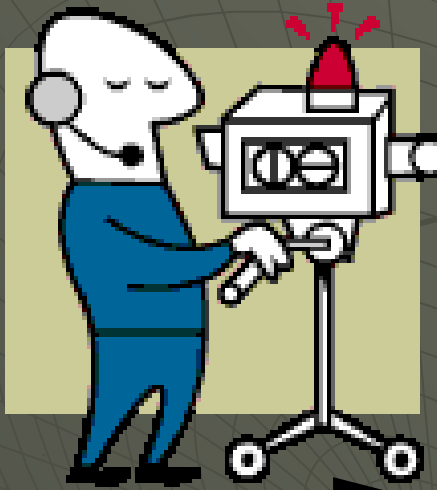
Wide public access to videos

- ◆ Easily posted to the internet
 - YouTube
- ◆ Everyone watches videos these days
- ◆ Search engines
 - Can help you find videos
 - How many of us go to YouTube to find out how to do something?

So, do you want to make your own videos?



So, do you want to make your own videos?

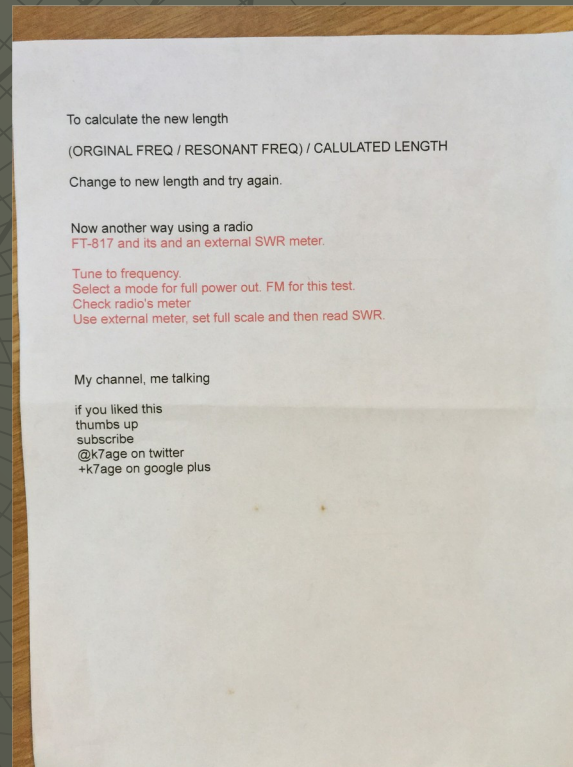
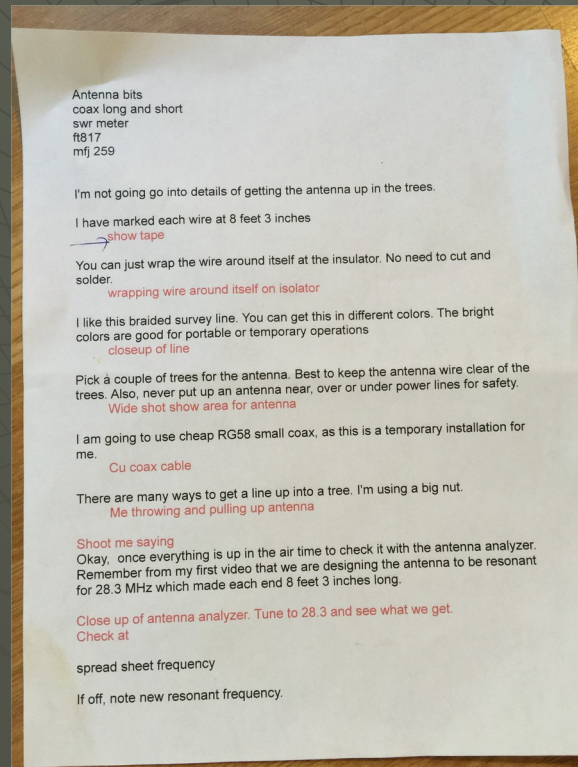


12 Easy Ways to Make Your Video Better Now



◆ 1 Think In Shots

- What should be in the shot, no more
- Plan what you want to do



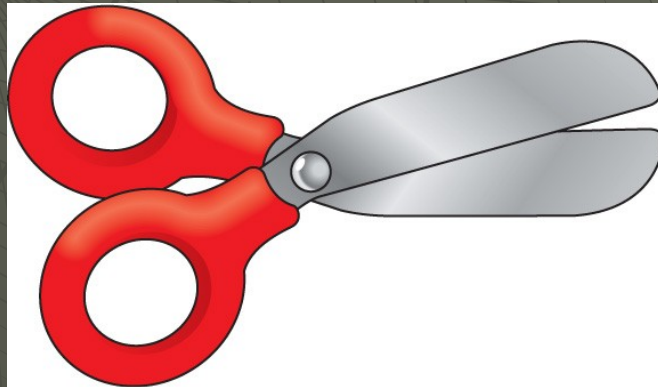
12 Easy Ways to Make Your Video Better Now

- ◆ **2 Don't shot until you see the whites of their eyes**
 - Get in close
 - Get in focus
 - Tiny screens



12 Easy Ways to Make Your Video Better Now

- ◆ **3 Keep your shots under 10 seconds long**
 - Hard to do when showing how to do something
 - Editing can help to focus attention on action
 - You don't need to show every step
 - Go back and look at your video and ask yourself, it that scene really necessary?



12 Easy Ways to Make Your Video Better Now

◆ 4 Zoom with your feet

- Don't be a trombone player.
- Zoom to set the scene, then press RECORD
- Don't pan right, then left and back right.
 - ✂ Wide shot to establish overall scene
 - ✂ Then shoot close ups within scene
 - ✂ Edit together later



12 Easy Ways to Make Your Video Better Now

- ◆ **5 Stand still! Stop fidgeting! And no zooming during your shots!**
 - The tripod is your friend.
 - ✂ Simple tripods work well
 - ✂ I very seldom pan while shooting
 - Don't need a fluid head
 - Move, point, shoot, and stop
 - ✂ repeat



12 Easy Ways to Make Your Video Better Now

6 Keep the light behind you

- Watch out for bright back lighting
 - ✂ This will close down the cameras lens and make your subject dark
- Get a light in front of the subject
 - ✂ Or, turn into the sun



12 Easy Ways to Make Your Video Better Now

7 Turn off the camera's digital effects

- Once recorded, never to be removed
- Editing software has lots of effects
- The saying goes,
 - ✗ If lacking in content,
 - make up for it with effects
 - ✗ If it don't go,
 - chrome it..
- I use,
 - ✗ Cross fade to avoid jump cuts.
 - ✗ Page curl, or wipe, to advance time
 - ✗ Speed up motion to help reduce time
 - ✗ Insert a B Roll (extra shot), close up, over existing narration
 - ✗ Record a couple seconds of extra head and tail



12 Easy Ways to Make Your Video Better Now

8 Focus on what interests you. Really interests you

- Keep your video on topic
- If you shoot something that is not on topic, then don't use it.



12 Easy Ways to Make Your Video Better Now

9 Don't use amateurish titles

- Editing programs have lots of fancy titles
- I use just basic Arial
 - ✂ White fill with a black outline to make it stand out from a bright background
- Use the same title format through out your video

12 Easy Ways to Make Your Video Better Now



10 Keep your video short

- I find it the hardest to do
- I think every shot is important
- Gordo keeps after me to make it shorter
 - ✂ Don't show soldering 10 wires when 1 or 2 will do.
 - ✂ Shoot a bunch of B Rolls, edit into a short segment and do a voice over
- Cut, then cut some more

12 Easy Ways to Make Your Video Better Now

11 Use an external microphone

- Audio is just as important, if not more so, than the video.
- Camera's mic really should not be used for voice work.
 - ✗ Too far away
 - ✗ Picks up too many other sounds
- Pick a camera with an external mic input and get an external mic
 - ✗ Does not need to be expensive



12 Easy Ways to Make Your Video Better Now

12 Take the quality pledge

- *I (insert your name) promise not to inflict lame video on my friends, relatives, customers or complete strangers who might find it on YouTube because I put something about sex in the title.*

So..

- 1 *Pick a topic*
- ◆ 2 *Organize your shots*
- ◆ 3 *Shoot in shots,*
 - *you may need many takes*
- ◆ 4 *Narrate your video,*
 - *No videos showing something without explaining what is going on*
- ◆ 5 *Edit it together to tell a story*
- ◆ 6 *Post to YouTube*
 - *Promote on Twitter, Facebook, Google+*
- ◆ 7 *Repeat and go to step #1*

73

Randy, K7AGE
k7age@k7age.com