

**PHILLIP STUTTS  
& COMPANY, INC.**



# DIGITAL VIDEO

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# Your story – how to tell it.

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**Before heading out for your first shoot ask these questions:**

- **What are you doing?**
  - **What is the event/rally/presser/topic you are covering?**
  - **Why would online viewers want to watch this? Does your video have the potential to find it's way into the news cycle?**
  - **Would anyone share this video?**

# Your story – how to tell it.

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- What is your message?

- What separates this approach to digital video from traditional news is that YOU control YOUR message for YOUR audience/group.

- What is your call to action, what do you want them to do?

- Visit a website, sign a petition, etc.

# Your story – how to tell it.

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- **Branding matters!**
  - **Include your website, company logo, etc.**
  - **Name identifiers with titles, twitter handles, etc.**



# Your story – how to tell it.

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Before heading out for your first shoot ask these questions:

- What is the skeleton of your video?

- Introduction
- Sound Bytes
- Bridge
- More Sound Bytes
- Tag and call to action

- [VIDEO EXAMPLE FOR DC DO YOUR JOBS](#)

- [VIDEO EXAMPLE FROM NATIONAL SCHOOL CHOICE WEEK WHISTLE STOP TOUR](#)

# Your story – how to tell it.

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Before heading out for your first shoot ask these questions:

- What is your deadline?
  - If you want to insert yourself into the 24/7 news cycle then timing is the key.



## Rafael Cruz at Free the People

by **FreedomWorksAction** • 1 month ago • 158,876 views

Rafael Cruz at FreedomWorks' Free the people.



## Senator Ted Cruz surprises the FreedomWorks Texas Summit with a special speech

by **FreedomWorksAction** • 3 months ago • 47,790 views

Senator Ted Cruz surprised the FreedomWorks' Texas Summit by showing up to thank grassroots activists for their hard work to help elect him in Novemb...

# Your story – how to tell it.

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**Before heading out for your first shoot ask these questions:**

- **What is your deadline?**

- **Stick to your deadline – if you let your video sit on the shelf it can be the end of your story.**
- **Don't let perfect be the enemy of good.**

- **How can you share the video?**

- **Post to YouTube, facebook, twitter, Tumblr, Woof, etc.**
- **Given your universe this might be good enough.**
- **Tweet it directly to media and reporters.**

- **Stand out on YouTube**

- **By using extensive titles, tags, and descriptions your video content will be better indexed by their search engine.**

# Your story – how to shoot it.

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What you'll need:

1. A camera or Smartphone with video capability:

- Microphone, tripod, lights (optional)

**\*\*\*PRO TIP\*\*\* Make sure your smartphone is charged and have backup!**

2. Editing software:

- iMovie (Mac)
- Final Cut Pro (Mac)
- Adobe Premier Pro (Mac or PC)
- Windows Movie Maker or Pro Director (PC)
- Depending on your smartphone and video format you might need a converter

**\*\*\*PRO TIP\*\*\* Check out Lynda.com for amazing tutorials on using any or all of these software packages.**



# Your story – how to shoot it.

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## Elements for your video:

- Interviews
- B-Roll (video)
- Stand ups
- Graphics/Pictures
- Music

## Interviews are key to telling your story and sharing your message:

- Try to find credible and real third-party validation
- Think about how you pose the questions to them
- Voice questions or graphics
- Ask them to say and spell their name on camera. Where are they from?

**\*\*\*PRO TIP\*\*\* Keep videos between 1-2 minutes**

# Your story – how to shoot it.

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# Your story – how to shoot it.

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## Shooting tips

- Keep your Smartphone steady
- Stand with your feet about shoulder-width apart, bending your knees slightly
- Rest your upper arms and elbows on your torso
- If you want to do a pan shoot (side-to-side), point your feet in the direction you'll start and stop
- For a truly steady shot (say for a stand-up) you'll want to use a tripod, or an adapter for your smartphone

**\*\*\*PRO TIP\*\*\* IF YOU THINK YOU HAVE ENOUGH B-ROLL, YOU DON'T**

# Your story – there's an app for that.

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## **Social media video – by the numbers:**

- **Mobile makes up 25% of YouTube's global watch**
- **Instagram has about 130 million users, Vine has about 13 million users**
- **10am – 11am is the hour of the day most Vines are posted**
- **Since Instagram launched video, there was been a 37% increase in Instagram shares on Twitter**
- **Instagram videos are creating 2x the engagement of photos**

# Your story – there's an app for that.

	Instagram	Vine
<b>Creation</b>		
Video length	15 seconds	6 seconds
Filters	Yes	No
Delete Last Clip	Yes	No
Import videos	Yes	No
Front-facing camera	Yes	Yes
Image stabilization	Yes	No
Drafts	Yes	Yes
Save to Camera Roll	Yes	Yes
<b>Consumption</b>		
Cover frame	Yes	No
Autoplay	Yes	Yes
Automatic sound	Yes	Yes
Share to	Facebook, Twitter, Tumblr, Flickr, Email, foursquare	Facebook, Twitter
Looping	No	Yes
Embeddable	No	Yes
Geotagging	Yes	Yes
Photo map	Yes	No

# Contact Info

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