



Media Training

Part 2

Channels
Videos
Podcasts
Design





In Part 1 we talked about:

Language and Storytelling:

how to make sure our stories are understandable and relevant to our friends, neighbors, colleagues, etc.

See the [style guide](https://styleguide.familyfed.org) (styleguide.familyfed.org) for more details.



Your Story Online

- Get to know what the finished product will look like.
 - Most websites operate by **channels** (or categories)
 - By understanding the finished product, you'll have a better idea of what to collect on the ground.
- Add **media**! Designs, photos, videos, and even podcasts help to spice up a story.
 - There are a lot of tools out there for producing simple, quality media

Channels

A channel is a type of story that has the same components each time.

Examples of Channels on FamilyFed.Org:

- **Local Stories** - an event that took place in your community
- **Upcoming Events** - an advertisement for an upcoming event
- **Featured Messages** - a speech given by a pastor, leader, or guest speaker

These are common types of stories you can create!

What **channel** matches my story?

Did the event already take place?

No → **Upcoming Event**

Yes → *Was the event primarily a speech or spoken message?*

Yes → **Featured Message**

No → **Local Stories**

Channel: Local Stories

What do I need to submit?

- Complete story with the “what”, “so what” and “now what” (see Part 1)
- Photos with captions
- Quotes from participants
- Optional: *podcast, video*

Submit to FamilyFed.org/share-a-story

Channel: Upcoming Event

What do I need to submit?

- What, Where, When, Why, By Who, For Whom
- Price
- Deadline to register
- Registration Link
- Optional: *video ad, photos of past events, reflections from past events, web card/flyer*

Submit to FamilyFed.org/share-a-story

Channel: Featured Message

What do I need to submit?

- Introduction: What, Where, When, Why, Who
- Transcribed speech and/or speech audio
- Photos: Speaker, audience
- Optional: *video, podcast*

Submit to FamilyFed.org/share-a-story



Media

Photo

Video

Podcasts

Design



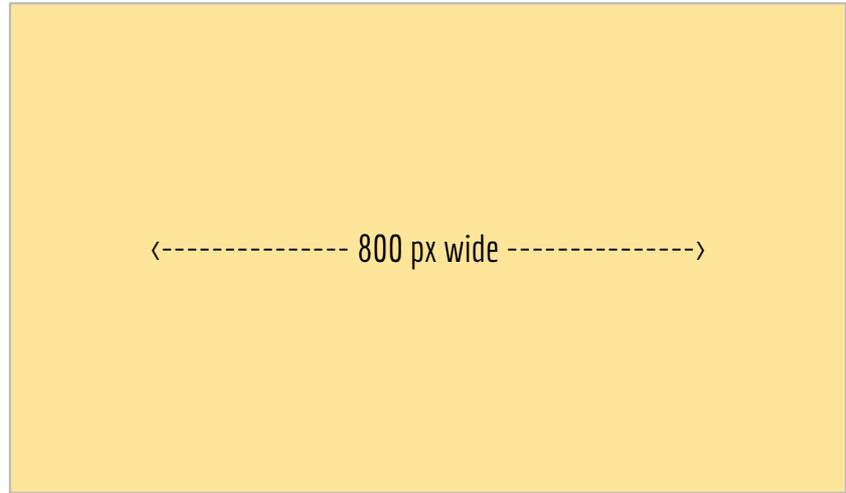
1. Photo Guidelines

Submit **at least 5** good, high quality photos with your story

Photos need to be at least 800px wide if landscape orientation; 500px if portrait orientation

Avoid:

- Dark photos
- Blurry photos
- Discolored photos (ex: too red, too yellow)



When submitting photos, do **not** embed them within a Word doc along with your story. Please send them **separately** via email attachment, Google Drive, Dropbox, MediaFire, or other online media-sharing service.

2. Video Guidelines

Lighting

- Avoid high contrast (very bright and very dark areas in the same shot)
- Natural light (but not direct sunlight) is best
- Avoid shadows on the speaker's face

Composition

- Make sure your subject is in the center of your shot
- Do not cut off the top of the subject's head
- Do not leave too much space above the subject's head

Focus

- Make sure the video is in focus. Blurry shots cannot be fixed!

Audio

- Avoid background noise or echoes
- Ask the speaker to speak loud and clear
- Plug in a microphone to your video recording device for best sound (make sure to test first)

***Use a digital camera with 1080p video capability, or an iPhone 6 or higher**

Video Shot List

The following components are needed to create a complete video:

- **Intro** - “Hello, Sarah here at the youth pastors’ retreat in Munich. About 50 young leaders from all over Europe have just arrived and we’re so excited to get started. Let’s go see what’s happening!”
- **Interviews** - Ask participants and staff what’s going on, what they thought about the event, and what the next steps are. It is best that they look at the interviewer; if they are alone on screen, they should look at the camera.
- **B-Roll** - Take several 10-second clips of people, scenery, speakers, etc.
- **Outro** - “This workshop was a wonderful experience for everyone. We’re looking forward to going back home to our communities and trying out all the new methods and ideas we’ve come up with. Thanks for joining us!”

How to Edit a Video

Note: FamilyFed.Org has a video team and can create a video from your raw footage. If you're interested in editing your own video, there are many free, easy-to-use video editing programs available.

If you have Apple products (a Mac or iPhone), you can use iMovie. If you have a PC, you can use Windows Movie Maker.

1. Start by creating your narrative. Place the **intro**, **interviews**, and **outro** in a logical order. *Tell a story.*
2. Cut out unnecessary parts - use only the very best statements. At this point your video should be 3-5 minutes long at the most.
3. Overlap your narrative with **B-Roll** - footage that matches what the speaker is talking about
4. Overlap your video with music - adjust levels so the music is not too loud
5. Add lower thirds (captions) when someone is speaking. This includes their full name and position/title.

*Don't use flashy transitions - a simple fade is fine

How to Submit a Video

1. If you created your own complete video, export your edited project as a high quality .mov file (quality should be at least 1080p)
2. Upload video or raw files to Dropbox and share the link with **info@familyfed.org**
3. Submit a version without overlapped music, in case changes need to be made
4. Submit a list of all names and positions of people who speak in the video, for lower thirds (send photos, too, to help us identify them)

For more video guidelines, visit **styleguide.familyfed.org**.

3. Podcast Guidelines - How to Record a Podcast

1. Invest in a recording device! “Portable zoom recorders” are best (\$100)
2. If you are using a cell phone to record, make sure to speak very close to the mic.
3. Limit background noise - it’s very difficult to clean up noisy audio
4. Like a video, record an intro and interviews
 - Intro: “You are listening to Familyfed Radio. Let’s join Sarah in Munich for the latest on the international youth pastors’ retreat!”
 - Interviews: Create a set of 2-3 questions to ask each person
5. Record ambience (songs being sung, laughter, and other background noises)

How to Edit a Podcast

*Note: You can choose to submit raw audio files or create your complete podcast. Use Audacity or other free audio editing software.

1. Place your audio files (interviews) in a logical order - pick a theme, tell a story
2. Cut everything that doesn't fit with your story. Your final piece should be 2-3 minutes long.
3. Add background music and ambience - Make sure this doesn't drown out the main speech

How to Submit a Podcast

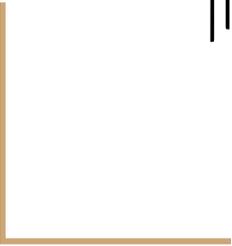
1. Export your edited project as a high quality audio file (.wav)
2. Upload your raw files or edited podcast to Dropbox and share the link with info@familyfed.org
3. Submit a version without overlapped music as well, in case changes need to be made

See FamilyFedRadio.Org for podcast examples.



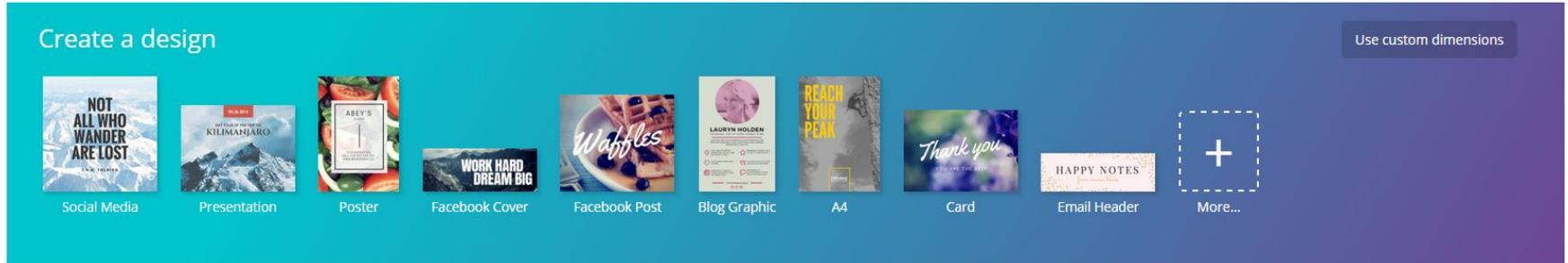
A Note About Editing

Most websites like familyfed.org have a video team who can edit your videos and podcasts. All you need to do is submit all the raw files and the team will do their magic!



4. Design Guidelines - Basic Design Tools

Let's say you want to design an advertisement for an **upcoming event**. You may want to create a flyer (8.5'x11') that you can pass out at church, and/or you might want to submit a web card (800px by 450px) to advertise online.



Canva.com is an easy-to-use, free website that helps you create beautiful designs of any dimension. When you first log on, Canva gives you a tutorial and practice activity.

Make sure you only use Canva's **free** images and free design elements. They charge \$1 for everything else. You can also upload your own images if you don't find one in the search.

Share Your Story

Familyfed.org

Go to familyfed.org/contact and click “Share a Story” (familyfed.org/share-a-story/) or send your stories to:

- Shinyoung Chang: schang@unification.org
- Jeanne Castillo: jcastillo@unification.org
- Miyoung Eaton: meaton@unification.org

Facebook

Does your local church or organization have a Facebook page? If not, start one! It’s a great place to advertise events and share news and stories.