



## Videographer Kit

Dear Videographer,

Thank you for volunteering to film an interview for the **Shot by Shot: Stories of Vaccine-Preventable Diseases** project (Shot by Shot).

Shot by Shot is a collection of stories from people who have been touched by vaccine-preventable diseases. With the success of vaccines, people do not see diseases like meningitis, polio, and hepatitis as often as their parents or grandparents did, but they still cause a huge amount of suffering and death worldwide.

The Shot by Shot collection of videos and stories will form an online storybank to be used for training, education, and awareness purposes. The stories leave a lasting impression and will help new generations of people understand what these diseases are like and why it is so important to prevent them.

It is an act of courage and trust when someone decides to share their story with you. This tool kit will help you videotape someone's story in a clear and comfortable way. Feel free to use all of it or to pick and choose among the ideas.

This kit includes:

- Videographer Guide
- Videographer Checklist
- Consent and Release Agreement and Assignment of Copyright (the CARA)
- On-Camera Identification

Visit [www.ShotbyShot.org](http://www.ShotbyShot.org) to view examples of personal interviews already completed.

We greatly appreciate your time and contributions. Your help is vital to the success of this project.

With sincere thanks,

*Catherine Martin*

**Catherine Martin**  
Director  
California Immunization Coalition

## VIDEOGRAPHER GUIDE

The Videographer Guide is your resource for how to shoot the best video possible.

The videography process has 4 stages:

1. Before the interview
2. Set-up
3. Filming the interview
4. After the interview

### **STAGE 1: BEFORE THE INTERVIEW**

Confirm the interview location, date, and time with the interviewer (the person conducting the interview). Most interviews will take about 1 hour, including set-up and clean-up. The actual on-camera time will probably last 15-30 minutes.

#### **Equipment**

Whether you own, buy, or borrow the gear, there are some basic equipment needs to film a video. We strongly suggest that you practice with the equipment before the interview.

Necessary:

- Camera that records (There are many types of cameras that can record good quality videos these days, like a camcorder, the Flip camera, a web cam, the movie mode on a digital camera.)
- Tripod, or other stable surface with adjustable height, for example, books on a table (Some cameras, like a Flip camera are light enough to be handheld, but it is important to remain steady.)
- Fully charged battery, with ability to plug in or recharge (It is best to keep it plugged in.)
- 1-2 blank tape(s)
- Enough lighting

Recommended:

- Separate microphone, like a clip-on Lavalier mike or a boom mike (Avoid the built-in mike if possible.)

#### **Review the [Consent and Release Agreement and Assignment of Copyright \(the "CARA"\)](#)**

The CARA is a legal permission for CIC and its partners to use, and permit others to use, the Shot by Shot video and photos for educational purposes and public awareness campaigns. This document constitutes a legally binding contract between anyone appearing in or involved with making the video and the CIC. People are invited to have their attorneys review it before signing it. Please follow these steps with the CARA:

Step 1. Review CARA – It is important that everyone has a chance to review the CARA before filming.

Step 2. Sign CARA – You (and anyone else working on the video or in the video) need to sign 2 original copies of the CARA before filming.

Step 3. Distribute Signed CARAs – Keep one original copy of your signed CARA. Give another original copy of your signed CARA to the interviewer to send to the Shot by Shot project.

#### **Review the [On-Camera Identification](#)**

At the start of filming, the interviewee will read the On-Camera Identification Statement to identify themselves and acknowledge they have signed the CARA. Then you, the interviewer, and anyone appearing in/working on the video, will say their name on camera for the same purpose.

## STAGE 2: SET-UP

In most cases you will be videotaping in the interviewee's (the person sharing their story) home. Remember, the interviewee's comfort is the number one priority. Ask if it is okay before moving furniture or other items. Explain to the interviewee the equipment you will bring into his/her home and your set-up plans. (During set-up, the interviewer and interviewee can get ready for the photographs and mementos segment.)

There are 4 issues to consider during set up to create a great looking video. The goal is to reduce distractions so people can most easily focus on the interviewee's story.

### 1. Location

- Film indoors. Often a carpeted room works best. (Outdoor locations can be too noisy.)
- Work with the interviewer and interviewee to find the best place for the interview to be videotaped.
- Choose a location that allows for depth, possibly with a view of the room in the background. Do not have the interviewee right up against a flat wall.
- Avoid having a sunny window behind the interviewee. A window with drapes and soft light is okay,
- Place the chair about 3+ feet from the backdrop, if possible, to avoid shadows.
- Make sure the chair in which the interviewee will be sitting is stable (it does not swivel, have wheels, or arms). Lock the wheels of a wheelchair.

### 2. Camera set-up

Videos are most powerful if the interviewee is looking into the camera. But, many people are not always comfortable with this. Try these tips:

- Position the camera at eye level with the interviewee when they are sitting down.
- The interviewer should sit right next to and at the same height as the camera. (You may want to place the camera behind and slightly to the side of the interviewer, or between you and the interviewer.) (See diagram 1.)
- Check the image in the camera view finder to make sure:
  - There is as straight on a view of the person as possible, not a side view (profile).
  - The interviewer's head is not in the shot, if you are set up behind the interviewer.
- Adjust the zoom so the interviewee's upper body and face are visible. If the interviewee has a physical sign of the disease (such as using a wheelchair), you can start filming with a wider view to show more of their body and then zoom into their upper body and face for the rest of the taping.

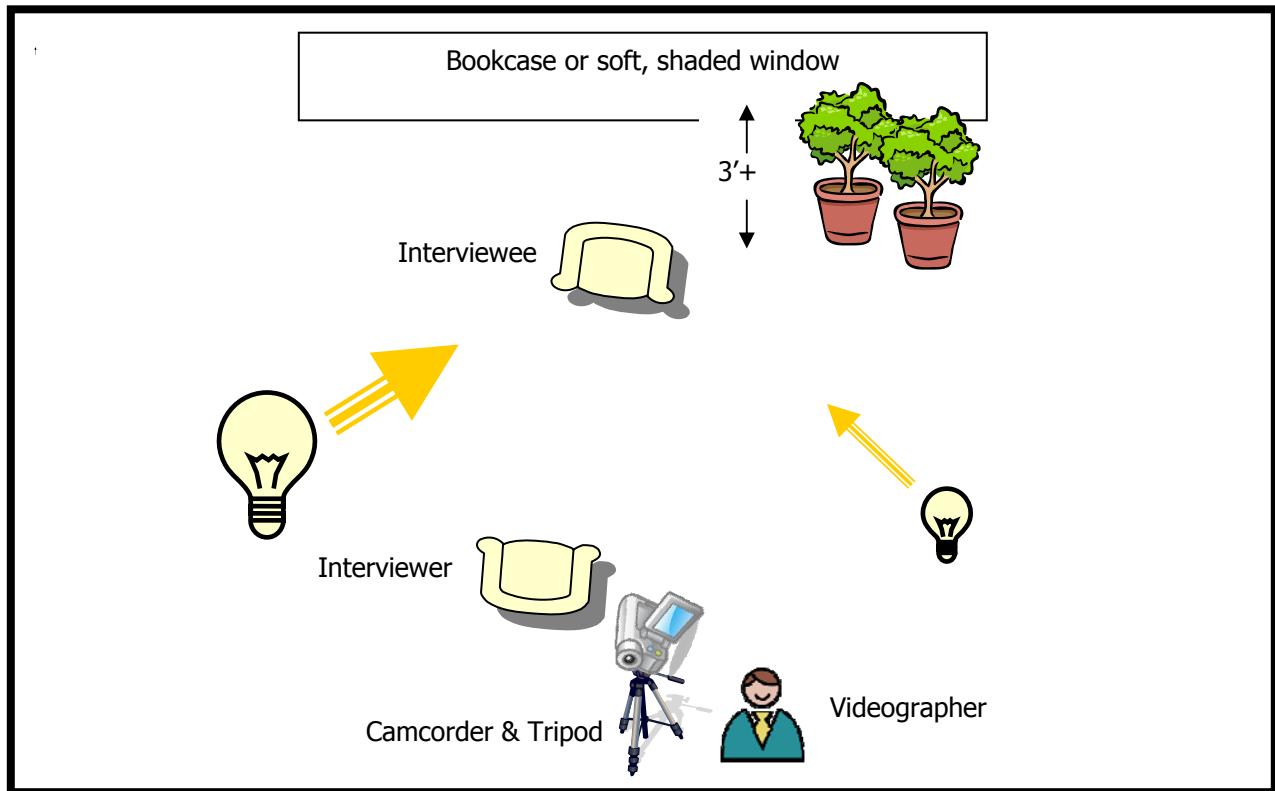
### 3. Sound

- Turn off potential background noises, like the telephone, answering machine, cell phones, clock chimes, or noisy appliances, with the interviewee's permission. (The interviewer will tape a "Please Do Not Disturb" sign to the front door.)
- Be aware that noise like rustling paper or fiddling with jewelry can be distracting on camera. If you are using a clip-on microphone, make sure the interviewee's jewelry cannot touch it.

### 4. Lighting

- Turn on all the lights in the room to make sure there is enough light. A light on both sides of the interviewee will help get rid of shadows.
- Natural sunlight is good, but look out for shadows.
- Make sure there is not too much backlight (as when a bright window is behind the interviewee).

**Diagram 1. Sample Indoor Set-up**



### **STAGE 3: FILMING THE INTERVIEW**

Your main responsibility is to make sure the interview looks and sounds good. The interviewer is responsible for the content of the interview.

#### **Test Tape**

Before the interview, the interviewer will ask a few sample questions, like “what is your favorite color,” while you videotape. Stop, rewind, and review the sample filming to make sure the sound is good, everything is working, and there is enough light (and no shadows). Also check to see if anything in the background is distracting.

#### **Beginning the Interview**

1. At the beginning of the first tape, the interviewee should pronounce and spell their name aloud one time while you are videotaping. Then the interviewee should read the On-Camera Identification aloud on film.
2. Next, you, the interviewer, and anyone else appearing in the video or helping to make the video needs to appear on camera and say their name.
3. After this, the camera is focused on the interviewee for the rest of the interview.

#### **The Interview**

1. Keep the camera’s position the same and focused on the interviewee’s upper body and face throughout the shoot. Do not zoom in and out, except for the initial zoom if you chose to start wide.
2. If there is a distraction, such as a telephone ringing, there’s no need to stop the tape. Simply have the interviewee repeat what was just said, and then continue.

3. While the interview is in progress do not stop taping. Keep filming even if there are long pauses.
4. The interviewee does not need to be perfect. The point is for them to be natural and sincere. The Shot by Shot project team can edit out any goofs later. Finished video clips may be edited to different lengths to accommodate education needs.

### **Tape Changes**

1. Keep track of how much time is left on the tape. If only a few minutes are left, stop the interview at an appropriate point so you can change the tape.
2. At the start of each new tape, wait 7 seconds and then have the interviewee say their name and the date before continuing with the interview.

### **Photograph and Mementos Segment**

After the interview, you will tape photographs, documents, or mementos that the interviewee wants to share.

- Tape each item individually in the order of when they happened. (That way they can be included in the final video more easily.)
- Photos should not be held by the interviewee or the interviewer, but on a flat surface, such as a table.
- Be sure to shoot beyond all four edges of the photograph and then move in if necessary for details.
- The interviewee can describe each item while you are filming. They should remain **off camera**, using just the microphone so only their voice is heard on the tape.

Be sure to stay until the equipment is packed and you put the interviewee's home back in order. (Do not forget to turn the telephone ringer back on.)

## **STAGE 4: AFTER THE INTERVIEW**

Congratulations, you did it! Thank you for conducting a Shot by Shot interview! You do not need to edit the video. The CIC will make any needed edits.

### **Follow-up Paperwork**

Please give completed and labeled tapes to the interviewer to send back to the CIC along with the CARAs and the rest of the interview materials.

Please follow these steps when labeling and packaging the tapes:

- If you are using a hard-drive camcorder, please transfer to another medium (DVD, CD, or mini-DV format)
- If you are using videotapes, be sure to punch the safety catch to prevent accidental recording
- Label each tape and tape case with:
  - Date of Interview \_\_\_\_\_
  - Interviewee's name \_\_\_\_\_
  - Interviewer's name \_\_\_\_\_
  - Tape # \_\_\_\_ of \_\_\_\_ (if there is more than one tape)
- Enclose a note with your name, email, and telephone number along with the tapes (in case there are questions, your contact information will not be made public)
- Remember to give your signed CARA to the interviewer

## VIDEOGRAPHER CHECKLIST

### BEFORE THE INTERVIEW

#### Prepare for the interview:

- Gather equipment needed
- Confirm the interview date and time with the interviewer
- Practice with the video equipment
- Review the [CARA](#) and the [On-Camera Identification](#)

### DAY OF THE INTERVIEW

#### Bring with you:

- Equipment:
  - Camera
  - Camera plugs, extra battery
  - Tripod
  - Microphone
  - Extra lighting
- Extra tapes
- Pen (to label the tapes)
- Piece of paper with your contact information

#### Don't forget to:

- Sign the CARA (keep one copy for yourself, give one copy to the interviewer)
- Turn off the telephone ringer, cell phones, etc
- Test the video equipment
- Make sure you have plenty of light from above or in front of the interviewee (not behind)
- Film the On-Camera Identification (with interviewee, interviewer, you, and anyone else appearing in or helping with the video)
- Relax and let the interviewee tell their story
- Film the Photographs and Mementos Segment after you have finished the interview

### AFTER THE INTERVIEW

- Thank the interviewee
- Put the interviewee's home back in order (turn on telephone ringer)
- Label the tape(s)
- Give the interviewer the following to mail to the CIC:
  - The tapes
  - Your signed CARA
  - A piece of paper with your contact information (in case there are questions, this will not be made public)



## CONSENT AND RELEASE AGREEMENT & ASSIGNMENT OF COPYRIGHT (The "CARA")

Thank you for sharing your story of Vaccine-Preventable Diseases, or assisting others in sharing their story by providing video, audio, writing or other technical assistance (hereinafter such stories are referred to as "THE STORY") for use by the California Immunization Coalition, a non-profit 501(c)(3) organization with offices in Sacramento, California, ("CIC")'s Shot by Shot: Stories of Vaccine-Preventable Diseases project ("Shot by Shot") and for permitting the CIC to add THE STORY to its collection.

THE STORY may consist of an audio, video and/or written description of how you or others have been touched by a vaccine-preventable disease, and includes your name, likeness, narrative story, video presentation, audio presentation (including any written transcript of any audio or video presentation), written work submitted with this Consent and Release Agreement & Assignment of Copyright (hereinafter such agreement is referred to as the "CARA"), and/or any writing, technical or other contribution you made to THE STORY, its telling, or its memorialization (hereinafter all of the foregoing are collectively referred to as "YOUR WORK").

In exchange for CIC agreeing to review and consider YOUR WORK for inclusion in Shot by Shot, and for other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, you hereby grant and assign to CIC the entire right, title and interest in and to YOUR WORK, including without limitation, all copyrights on YOUR WORK, the right to copyright YOUR WORK in the name of the CIC, and the right to license and assign YOUR WORK to others without giving you additional consideration.

By way of example and not limitation, included in this grant are the following:

1. CIC is granted the right to (a) use; (b) license others to use; and (c) edit, publish, and display YOUR WORK, your name, likeness, narrative story, video presentation, audio presentation (including any written transcript of any audio or video presentation), and/or written work submitted with this CARA, edited or unedited, by itself or combined with other interviews or with other materials, in any medium including literary, print, audio, audio-visual, web-based, computer-based or any other medium now known or created in the future, for any purposes.
2. CIC may create derivative works based upon YOUR WORK, and all rights granted herein to CIC shall also apply to such derivative works. Derivative works include, without limitation, plays, motion pictures, live performances, photographs, television or Internet programs, and all other works for all other media, existing or yet to be invented. All rights and grants herein shall also apply to said derivative works.
3. All rights and grants herein are worldwide and perpetual.



4. Notwithstanding the foregoing or any other provision of this CARA, nothing herein shall obligate CIC to use, publish or display YOUR WORK or any aspect thereof; and is under no obligation to include your name with YOUR WORK (but may do so, if CIC wishes). The rights and grants herein shall not be construed so as to grant the CIC the exclusive right to your life story, but only the rights to YOUR WORK.

By signing this CARA you represent and warrant that all aspects of YOUR WORK is your own original work; that no individual or entity has any rights in or to YOUR WORK (except for those who sign this CARA and recite the On-Camera Identification), and that you have not entered into any agreement concerning the rights to YOUR WORK other than this CARA.

If a videographer, sound or video technician, writer and/or others assisted in any way with the preparation of YOUR WORK (hereinafter such individuals will be referred to as "PRODUCTION STAFF") or if other individuals incorporated their own description of how they have been touched by a vaccine-preventable disease into the audio, video or written work that includes YOUR WORK (hereinafter such individuals will be referred to as "OTHER SPEAKERS"), it is understood that the contribution of such PRODUCTION STAFF and OTHER SPEAKERS is not included in the preceding paragraph.

By signing this release, you hereby warrant that you are either of legal age or have permission from a parent or legal guardian to submit material directly to this site and have every right to contract in your own name in the above regard. You state further that you have read the above authorizations and release prior to its execution, and that you are fully familiar with the contents thereof. This CARA shall be binding upon you and your heirs, legal representatives, and assigns.

The California Immunization Coalition (CIC) appreciates your time and contributions to the Shot by Shot: Stories of Vaccine-Preventable Diseases project (Shot by Shot).

**This document constitutes a legally binding contract between you and the CIC. You are invited to have your attorney review it before you sign.**

Your signature below will show that you have read, understand, and agree to the terms of this CARA.

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Interviewee's Name (if other than yourself): \_\_\_\_\_

## ON-CAMERA IDENTIFICATION

### Instructions:

**Step 1.** Before you begin the interview, please videotape the interviewee reading the on-camera identification statement below into the camera.

**Step 2.** Next, please videotape the following people saying their name into the camera:

- everyone who appeared on camera,
- worked behind the camera (videographer and interviewer),
- wrote any of the words spoken, or
- made any other contribution to this video.

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### On-Camera Identification Statement:

My name is \_\_\_\_\_. I just signed the CONSENT AND RELEASE AGREEMENT & ASSIGNMENT OF COPYRIGHT, and agree to all of its terms. I understand I have granted the CIC all rights to this video.

Other than myself, the only people who I am aware of to have participated in or contributed to the production of this video are now on camera with me.

By saying their name on camera, each of them are also stating that they have signed the CARA.