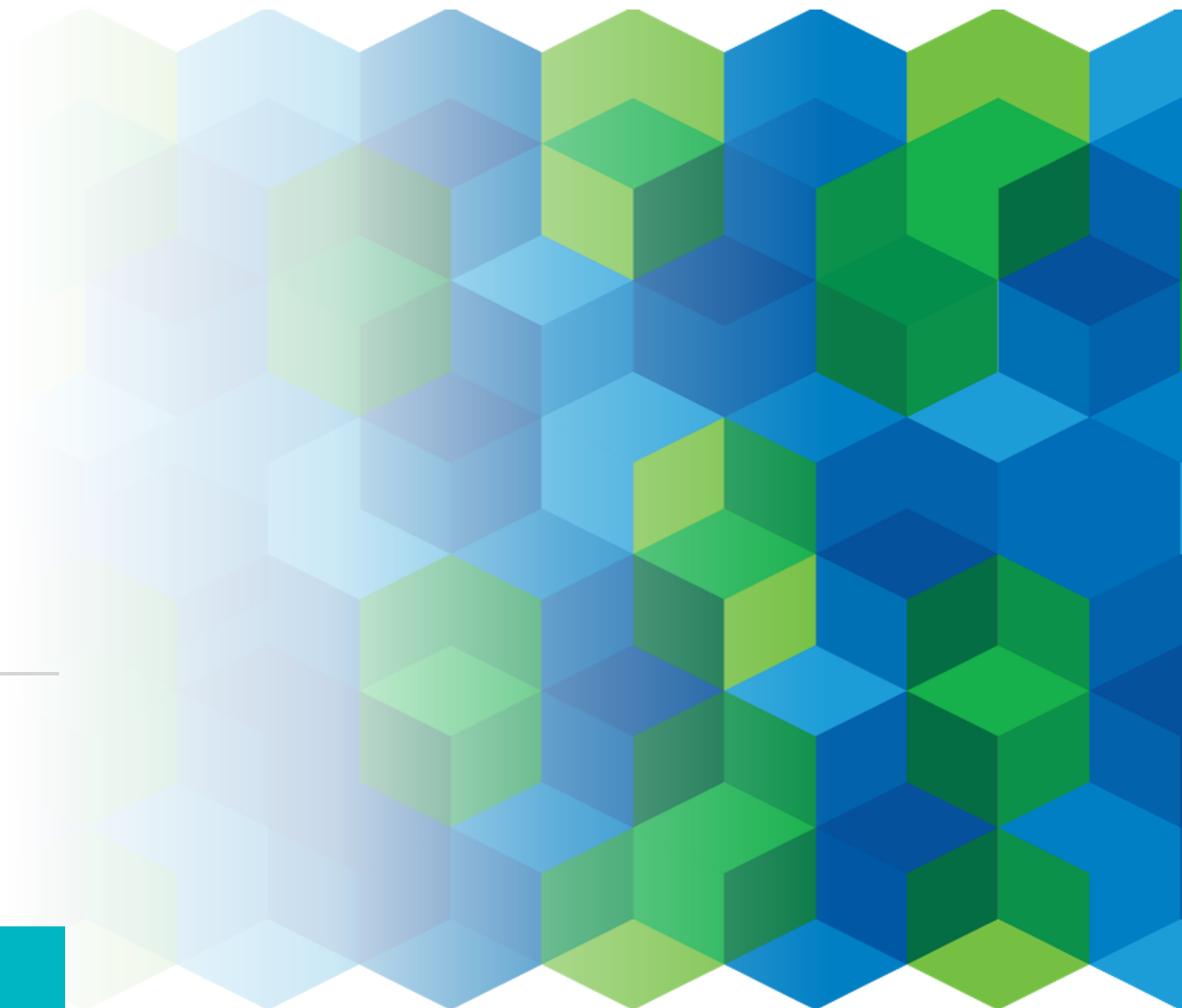




Speaker Recording Guidelines





OPTIONS FOR FILMING:

- 1: CFW-Supported Tapings using Streamyard
- 2: Filming with Professional Camera Crew

CFW-Supported Tapings using StreamYard

HOW STREAMYARD WORKS:

- We will use **Streamyard** to record your segment. There is no need to download anything to use this platform!
- Access Streamyard using **Google Chrome**. Please ensure you have the most recent version downloaded.
- CFW will provide a unique link to Streamyard that you will use to record your segment with one of our producers during a schedule time. **Please test the link prior to shoot day to make sure it is supported on your device.**
- A **CFW Producer** will be on Streamyard with you to walk through everything before we begin filming and will be viewing along with 1-2 approved people on your team to ensure we get the best possible “take.”
- Please **be "camera-ready"** for your session with equipment set up and ready to shoot. Best practices for setting up your filming are provided below.



CFW-Supported Tapings using StreamYard

WHAT YOU NEED:

1. **INTERNET:** A strong internet connection, ideally hard wire directly to your device using an Ethernet cable. Make sure that no one else is using your internet connection at the time of the recording.
2. **WEBCAM:** A laptop or desktop computer, smartphone or tablet with a web camera or a separate camera that connects to your computer as a webcam (usually through USB).
3. **AUDIO:** The device's internal microphone with hardwired headphones or Bluetooth earpods or an external shotgun microphone connected to your device.
4. **LIGHT:** You can use natural light from a window, a lamp with a shade, or a ring light. The light source should always be in facing you, not behind you.



CFW-Supported Tapings using StreamYard

BEFORE RECORDING:

- **Choose a well-lit, quiet location indoors.** Turn off any fan or machine noise. Be sure not to tap your keyboard, shuffle papers, or sit in a squeaky chair. The audio will pick all of that up!
- **Choose a background that looks professional and inviting.** If possible, avoid having a wall directly behind you. You should also never have light behind you as it will cause you to be in silhouette.
- **Position yourself centered within the frame,** with your eyes on the same level as your camera lens. Use a tripod, stand or even a stack of books to create a secure platform to adjust your camera. The lens should be far enough away from you so that you are visible from the top of your head to your collarbone. Do not zoom or pan; keep the camera stationary. Keep in mind that the Conference will be adding closed captioning, so be sure to leave room at the bottom of your screen.
- **Turn off notifications** on your computer, phone, and other devices.
- **Practice your remarks prior to filming!** If you would like to use notes or a teleprompter app (see next slide), make sure they are high on your screen so eyes are in line with the camera.



Reading Your Script on Camera

We've found that using a teleprompter app makes it much easier for you to feel natural on camera. This app is free and you just need to go to it on your web browser. See instructions below!

PLEASE GO TO THE WEBSITE: WWW.CUEPROMPTER.COM

1. CUT AND PASTE YOUR SCRIPT INTO THE WHITE BOX

Quick start
Type or cut and paste your script to the form below. Press the button to start the prompter.
If text needs editing, just close the prompter window and restart with the new script.

Type or cut and paste your script here

(max. 10.000 characters)

Prompter Width
☐ Narrow
☒ Wide
☐ Max

Prompter Height
☒ 500 pixel
☐ 725 pixel

Reverse Mirror
☒ Normal
☐ Mirrored
[Download Kcab -font](#)

Font Size



Reading Your Script on Camera

2. HIT THE START PROMPTER BUTTON AT THE BOTTOM OF THE PAGE

cueprompter.com

Quick start

Type or cut and paste your script to the form below. Press the button to start the prompter.
If text needs editing, just close the prompter window and restart with the new script.

Type or cut and paste your script here

(max. 10.000 characters)

Prompter Width **Prompter Height** **Reverse Mirror**

☐ Narrow ☒ 500 pixel ☒ Normal

☒ Wide ☐ 725 pixel ☐ Mirrored

☐ Max [Download Kcab -font](#)

Font Size

☐ Small ☒ Big

Set colors

☒ White text - black background

☐ Black text - white background

☐ Black text - yellow background

[Up Apps](#) [Start Prompter](#)



Reading Your Script on Camera

3. THE SCRIPT WILL APPEAR IN PROMPTER FORMAT! IT WILL START MOVING WHEN YOU HIT THE SPACE BUTTON. YOU CAN SPEED IT UP BY USING THE UP ARROW ON YOUR COMPUTER.

SAMPLE SCRIPT:
Good afternoon
and thank you for
your support of
the 2020 Virtual
Conference for

4. ADDITIONAL INSTRUCTIONS CAN BE FOUND AT THE TOP OF THE SCREEN

PgUp^ << REVERSE STOP || FORWARD >>

Speed: **1 2 3 4 5 6 7 8 9** (Press "F11")

Keyboard shortcuts: space bar: start/stop -- arrow up: scroll faster -- arrow down: scroll slower / on stop stage: reverse

Filming with Professional Camera Crew

- A **CFW Producer** will participate virtually to walk through everything before we begin filming and will be viewing along with 1-2 approved people on your team to ensure we get the best possible “take.”
- **PLEASE PROVIDE CLEAN VIDEO. DO NOT PUT ANY GRAPHICS OR LOWER THIRDS ON THE FINAL VIDEO.** We will add any graphics and closed captioning to insure that our style guide is maintained throughout the virtual conference.
- Provide appropriate title of speaker and spelling of name in the slate.
- When naming your file, please use a filename that includes the name of the speaker, the state and the Conference abbreviation (ex: CFW_TX_JaneDough)
- If you are sending us completed video, that should include audio mixing. If additional audio mixing is required, please send along the audio files with separate audio channels so we can mix in post.
- Please use the specs provided in this document to film and deliver the video.

Please email the video to Danielle Leshinski at dleshinski@conferenceforwomen.org



Filming with Professional Camera Crew

HD CAMERA AND RECORD SPECS

Aspect Ratio	1920 x 1080 If not possible 16:9 always
Codec:	Apple ProRes 422 (LT)
Drop/Non Drop:	Non Drop Frame
Scan Order/Type:	Top Field First (Upper first)
Aspect:	Square Pixels
Frame Rate:	23.98
Time Code:	Free run time of day (24 hour clock)
Audio:	Uncompressed audio (Linear PCM) Audio
Bit Rate:	48K Bit
Depth:	24bits Master
Audio Level:	-18db
Audio Assignments:	If separate audio record, cameras should have reference audio.



Additional Things to Note

- Please **do not use a virtual background!**
- CFW reserves the right to **edit recordings**. Upon request, we can share the final video for your reference only; additional edits are not permitted.
- A **CFW Producer** will participate virtually to walk through everything before we begin filming and will be viewing along with 1-2 approved people on your team to ensure we get the best possible “take.”
- EXAMPLE VIDEO: [Executive Spotlight](#)

****If you have ANY questions, please reach out to Rachael Lange at Rlange@Conferenceforwomen.org ****

