



American Meat Science Association

AMSA Video Podcast Best Practices

To ensure our members produce the best informational and appealing videos we can for the AMSA video podcast series, please try to observe these standards when creating your video.

Use resources available to you- ag communication students, iMovie instructions, high school students.

Video Basics

- Leave a 5 second delay at the beginning and end of the video to allow for easier addition of the AMSA introduction and completion
- The following should use used within the first few lines “I’m {insert first name, last name}, a member of the American Meat Science Association from {insert affiliation}.”
 - Following this, set the stage- what will you demonstrate, explain, show
- Try to keep the video length 90 seconds or less. If it takes longer, consider you may need to make 2 videos
- Limit your camera motion. Too many zooms in and out can be distracting. Consider multiple takes that you can have close ups and zoomed out that can be edited together.
- Take into account camera angle. (Ex. If cutting meat, it may be best to film with 2 cameras so you have one camera focused on the meat and one focused on the speaker.)
- Please shoot in landscape. Take a few minutes to determine how close to place the camera to get the best shot of the speaker and the props included in the video.
- When possible, use a tripod. There are lots of cheap options such as
- Try to avoid shooting with a window in the background as this affects lighting
- Pay attention to lighting and wall color. Try to avoid shadows across the face
- At least 1280×720 resolution (720p) is necessary for the AMSA website.
- Please make sure the video format is a standard format like .mov, avi or mp4 (*MP4 files work best* to convert from for the website. This is the Microsoft version.) The Apple version (.mov) takes substantially longer to convert to work with the system
- iPhones, iPads, Android, etc. phones work fine for recording.
- The use of an external microphone can be useful- especially if outside. Test it out just prior to shooting the video to ensure it is working properly.

Communication

- Make sure EVERYTHING you say is factual. Retake as many times as you need to.
- Research your topic. Try to avoid phrases such as “and other things like that”, “as you know”, “etc.” Reach out to people in the industry who work with your topic on a daily basis to see what they think would be important to include.

- Outlining the introduction, the key points, and the conclusion will keep you focused and within the time requirement
- Do NOT use abbreviations, acronyms, industry jargon.
- Talk at normal speeds.
- Be engaging and conversational. Smile. Some find it best to have a friend near the camera so you can talk to them rather than the camera so you appear more natural.
- Make sure you explain why what you explained is important. The “Why” for the video.
- If possible relate the topic to something the public might use in everyday life, how it directly impacts them, etc.
- If necessary explain, if topic is something that is common or unique in the industry or USA.
- Please be specific if you are referring to beef (cattle), pork (swine), poultry (chickens/turkeys), fish, etc or meat in general. Keep it consistent throughout the video.

Props

- It is highly encouraged to demonstrate or have on hand the item you are talking about. If you want to reference more information consider adding the website link to the video (If not possible please provide the link during the uploading process so staff can try to include if time permits).
- Feel free to insert pictures or graphs if it further clarifies the topic. Most graphics will remain visible for 5-10 seconds depending how much detail is included.

Background

- Be aware of your surroundings
- Do not film with loud equipment, fans, etc. running. (if this is necessary please use at minimum an omnidirectional microphone)
- Check to see what will be in the screen with you. Do not have trash, boxes, odd posters, random people, etc. It’s distracting.
- Affiliation symbols (school/company logos, flags, etc) are encouraged by should not be distracting.

Personal Appearance

- Make sure you are dressed appropriately for your surroundings. If in lab, meat lab, pens, etc. please make sure you have on proper personal protective equipment, hairnets, minimal jewelry, etc.
- Please ensure proper hygiene is observed (no visible open wounds, clean appearance, etc).

Other

- Please ensure EVERYONE in the video signs a release form and uploads with the video.