

Creating

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Choosing a Camera

Today, many still digital cameras have excellent video capabilities.

What camera should you use to shoot video? An easy way to start out is to answer this question: *What camera do you have?*

GET SEEN: Many people don't know or have never tried out the video feature of their cell phones or digital still cameras. That's a good place to start.

Many times I get into conversations with people who are interested in putting video on the Web, but are intimidated by all the camera choices (see Figure 1.1).

At a recent conference in Boston I started to review the differences between these choices with an attendee. We'll call her Ellen, because that was her name.

Some cameras are easy to use and get started with, while others are expandable and provide more features. As we went down the list of cameras I asked Ellen if she had a camera. She did, and pulled an older model Kodak camera out of her bag. We looked at it and *yes*, it had a *video* setting. Ellen was thrilled and is going to use that camera to get started and learn about shooting video. Her existing camera might just be all she needs. Your camera might be all you need, too.

After you shoot some video with your camera, copy the video from your camera to your computer according to the manufacturers' directions, and then you can post it to sites like YouTube and Facebook.



Figure 1.1 iPhone 3GS, point-and-shoot, and pocket video cameras

Choosing the Best Camera for Your Needs

When I first started shooting video, it was with a Canon PowerShot S400 Digital Elph. It took movies at 320×240 and had a three-minute time limit. I used the camera for more than a year and never hit the limit because all my videos were short. I'd shoot little clips and then edit them together and post them online.

Now you have many more choices in both quality and shooting length.

SEVEN THINGS TO CONSIDER WHEN CHOOSING A CAMERA

- 1. Camera Size:** How does the camera feel in your hands? Will you be comfortable shooting with it? Do you like a small or large camera? Do you want to carry a camera with you all the time, in your pocket? How large is the view screen? A larger screen makes it easier to shoot and review your footage.

2. **Video Format:** Do you want to shoot HD video? Consumer grade HD, AVCHD, or standard HD? Are you satisfied with standard resolution? Where is your final destination for the video? Online, Computer? DVD? TV? Do you want to be able to copy the files off the camera to edit them directly?
3. **Sound:** Is the on-camera microphone good enough for your needs? Do you want the ability to plug in an external microphone? Do you want a headphone jack to monitor sound as you shoot?
4. **Tripod Mount:** Do you want an option to be able to attach a tripod to keep the camera steady?
5. **Expandability:** Do you want to be able to replace the batteries and storage on the camera? Some cameras can only be recharged via USB while others support replaceable batteries. Where is the video stored? Internal memory, SD card, memory stick, hard disk, DVD, or tape?
6. **Streaming:** If you are interested in streaming live video, does the camera have video-out ports that allow you to stream? You need Firewire if you want to stream to a computer.
7. **Price:** What's your price point? An inexpensive camera is a great way to get started. You can always decide to spend more for additional features later.

There are many choices out there in the market for video cameras. I review some of them here and touch on many different elements to consider.

I've also set up a community for the book at www.stevegarfield.com/getseen. There you can join the discussions and share your experiences with cameras. As I say when speaking, the intelligence is in the room, and in this case, it's with the readers. I'd love to hear your thoughts and experiences. The camera market is always changing and we'll be able to keep up with it in the Get Seen online community.

To help you narrow down your choices, you can also visit and check out David Pogue's Pogue-O-Matic.¹ It's a fun web application.

¹ <http://bit.ly/7I8Q>

Pocket Video Cameras

Let's take a look at some selected pocket video cameras. The dollar signs following each camera indicate its relative cost.

THE FLIP—JUST PRESS A RED BUTTON TO RECORD—\$

The Flip video camera revolutionized the way people shoot video. To record a video with the Flip video camera, you just press a red button. Very easy. That's the key feature of the Flip, making it easy to record video. The Flip also comes with software, FlipShare, which also makes it easy to post a video to YouTube and MySpace. Facebook uploading was added in version 5.0.

The Flip Ultra and UltraHD models have replaceable batteries, the Mino and MinoHD do not. They are rechargeable.

It's amazing how small the Flip MinoHD camera is. In day-to-day use, I've never run out of battery power.

Charging

Although the documentation says that charging takes about three hours, it took mine six hours for its first charge. At least that's when the flashing light stopped blinking indicating a full charge. All Flips can be charged via USB or Power Adapter.

Versions of the Flip: Flip Ultra, Flip UltraHD, Flip Mino, Flip MinoHD 60 min, Flip MinoHD 120 min

Each Flip version starts to focus at a certain distance. It won't be a problem when you are shooting video of someone else. It does become important when you want to shoot a video of yourself. Here are the different versions of the camera and starting focus distance.

Flip MinoHD 60 min—4' 11.05" (1.5m)

Flip MinoHD 120 min— 2' 7.49" (.8m)

Flip Mino—3' 3.37" (1m)

Flip UltraHD—4' 11.05" (1.5m)

Flip Ultra—2' 7.49" (0.8m)

In practice, with the Flip MinoHD, I've found that you can get closer than the 1.5m minimum distance, although you will notice that things in the background are more in focus than your interview subject if they are standing about three feet away from you.

With the Flip MinoHD it takes just three steps to put an HD-quality video on the Web.

Step 1: Record

Step 2: Save

Step 3: Send

The Flip is so small that you would think nothing of dropping it in your pocket, or purse, when running out for the day. One word of caution, some of the Flips have small video displays. The revised **Flip minoHD, 120 min** has a larger 2-inch display which makes it easier to see when you are filming and reviewing footage. If you have poor eyesight, make sure to consider a pocket video camera with a larger display.

Video Formats .AVI and .MP4

The Flip Mino saves videos in .AVI format while the Flip MinoHD saves files in .MP4. This becomes important depending on the editing software you will be using to edit your movies. If you use the included FlipShare software, you don't need to be concerned about it.

The Flip could have become the fourth item in our morning mantra: keys, wallet, phone, flip—but then the iPhone added video and changed everything.

IPHONE 3GS—THE NEW MORNING MANTRA: KEYS, WALLET, IPHONE—\$-\$\$

The iPhone 3GS will allow you to record and share moments online, right away. It's convenient to have a video camera feature on your cell phone. You always have the ability to record a video, along with the added benefit of an onboard cell network or Wi-Fi connectivity that allows you to share your video online.

The quality of the video, although not HD, is very good.

The iPhone 3GS does not have image stabilization in-built, so you have to do that yourself. I find that leaning the camera up against something like a pole or a wall works well.

Recording Video with an iPhone 3GS

Step 1: Open the Camera Application and switch to Movie mode.

Step 2: Press the red button to start recording your movie.

Step 3: Press the red button to stop recording.

Note: You can rotate the iPhone 3GS sideways and shoot a widescreen video.

When you go into the Camera app on the iPhone 3GS you can select Photo or Movie. Capture video at 30 frames per second, then you can optionally trim the video, and send it via E-mail, MMS, Send to Mobile Me, or Send to YouTube.

GET SEEN: Video on the iPhone 3GS is the new home movie.

GET SEEN: Let's make this easy. If you want to share video online, get an iPhone 3GS, record a video and click, "Send to YouTube."

GET SEEN: The quality of the iPhone 3GS audio and video, combined with direct upload to YouTube, changes everything.

GET SEEN: iPhone microphones improve audio quality. Brando Workshop makes a flexible mini capsule microphone that can be pointed at the person who is speaking. This works really well.

GET SEEN: The iPod nano shoots video but the lens is inconveniently placed at the bottom.

KODAK Zi8—REMOVABLE BATTERY, SD STORAGE, AND AUDIO-IN—\$

The Kodak Zi8 has a number of features that make it stand out from other pocket cameras. It has built-in image stabilization, takes full HD 1080p video, and can record up to 10 hours of video when you add a 32GB memory card.

The Zi8 also has face detection that places emphasis on people so that when you are shooting someone, the camera adjusts the exposure and white balance to make sure that you get the best image of the subject.

The most impressive addition to the pocket camera market is an external stereo microphone jack. This feature allows you to attach an external microphone for better sound capture. There are many microphone options available and the one that Kodak has tested successfully is the Sony ECM-DS70P Electret Condenser Stereo Microphone.² I've tested the Audio Technica ATR-3350 Lavalier Omnidirectional Condenser Microphone.³ It's a very inexpensive high-quality mono microphone.

The Zi8 also comes with a Kodak Li-Ion Rechargeable battery and supports removable storage on SD cards. You can charge up the camera via its USB jack. It also shoots still images at 5.3 MP.

In hands-on testing with the Kodak Zi8, I found that it was a fun and easy camera to use. I shot a number of outdoor test videos including cars at 720p 60 fps,⁴ cars at 1080p,⁵ and sunflowers⁶ to get a feel for the different recording modes. All the footage looks very good.

The 60 frames per second mode (fps) lets you capture fast moving action.

Here's a list of formats that the Zi8 shoots in:

1080p (1920 × 1080, 30 fps)

720p/60 fps (1280 × 720, 60 fps)

720p (1280 × 720, 30 fps)

WVGA (848 × 480, 30 fps)

² <http://bit.ly/ECM-DS70P>

³ <http://bit.ly/ATR3350>

⁴ <http://stevegarfield.blogs.com/videoblog/2009/08/cars-720p-60fps-kodak-zi8-test-2.html>

⁵ <http://stevegarfield.blogs.com/videoblog/2009/08/cars-1080p-kodak-zi8-test.html>

⁶ <http://stevegarfield.blogs.com/videoblog/2009/08/kodak-zi8-camera-test-watering-sunflowers-1080x720p.html>

One thing to be aware of is the distance at which the camera is in focus, a little over 3 feet. So don't get too close to your subject or they'll be out of focus.

Macro mode focuses at 15 cm or about 6 inches.

Undocumented Manual Focus

Tobias Lind found an undocumented feature on the previous model, the Zi6.⁷ You can slide the focus control, which is normally used to go from Standard to Macro mode, to focus on points in between. To do this you just carefully slide the focus control up and down.

The Kodak Zi8 has a nice large 2-inch display that makes it easy to monitor what you are shooting and gives you a good look at videos that you want to play back and review on the device.

GET SEEN: Best portable pocket video camera set up with dual mics: Kodak Zi8, (2) Audio Technica ATR 3350, Headphone Splitter, Gorillapod (tripod). These mics record in mono, so when you export your video, choose mono instead of stereo output. Adding a mixer like the Azden Cam3 would allow you to control the volume of each mic.

GET SEEN: Mic Options: Handheld—Audio Technica ATM 10A, Shotgun—Rode VideoMic, Sennheiser MKE 400.

SD780 IS—CANON POINT-AND-SHOOT CAMERAS—\$

Canon's line of consumer point-and-shoot cameras also shoot video. Their product line is always changing. It's another good brand to consider for a camera that's easy to carry around that can shoot both still photos and video.

Looking at the current line up, one popular model is the SD780 IS. The SD780 IS has some great features, including image stabilization, 12.1 megapixel CCD for photo capture, and video recording to H.264

⁷ <http://www.vimeo.com/2791881>

.MOV files, which can be directly edited unlike other formats like AVCHD, which need to be converted prior to editing.

PANASONIC DMC-FX37—WIDE ANGLE AND A BIG DISPLAY—\$—\$\$

The Panasonic DMC-FX37 is both a still camera and a video camera. The FX37 has a Leica 25mm wide-angle lens. This allows you to get a larger picture than cameras like the Flip and Kodak Zi6. The wide-angle lens also lets you get closer to your subject, when doing an interview, so you can get better sound by having them closer to the in-built microphone. The FX37 also has a much larger display, so you can more easily see what you are shooting, and play back what you've shot.

Although the microphone is situated at the top of the camera, I haven't had a problem recording good audio.

Small enough to carry around in your pocket, or purse, with a big display screen, the FX37 also has the added feature of supporting both replaceable batteries and SD storage card.

Disclosure: I received this Panasonic FX37 as part of the Panasonic Living in HD program.⁸

GET SEEN: The Panasonic FX37 can be thought of as a hybrid combination of some of the best features of the Flip MinoHD and Kodak Zi8. In addition, it takes some really great photos.

SONY WEBBIE HD CAMERA—\$

The Sony Webbie HD camera has a sticker on it that says "Self Recording," so you know it was designed with video bloggers in mind; video bloggers who like to shoot video of themselves from an extended arm.

The Sony Webbie HD has a swivel lens that allows you to shoot what's in front of you, and then with a swivel motion, film yourself.

⁸ <http://livinginhd.com>

Out of the box, I took the Webbie out for a walk. In bright sunlight I found the display screen hard to view. It was a sunny day.

I started recording video of my walk and swiveled the camera around to shoot both myself, and in the direction that I was walking.

While narrating the scene, I noticed that the microphone is in the front of the camera. So it would make sense to speak into the front instead of the back.

I also tried placing the Webbie on a tabletop to let it stand alone while shooting so that the table acted as a tripod.

The Webbie almost toppled over but I finally got it to stand on its own.

Note: The Webbie supports shooting in either High Definition (1440 × 1080/30p, 1280 × 720/30p) or Standard Definition (640 × 480/30p) format.

You change formats via a button on the side of the camera located just under the Menu button. It has the image of a trash can on it, but it's actually a two-function button. Press that button, choose your movie size, then press the button again.

One thing that's nice about the Webbie is that it's also a still camera with scene selection mode. You can choose a mode to help the camera understand the lighting situation. Modes are Sports, Landscape, Low Light, Backlight, and Auto.

Pocket Camera Summary

On a recent trip to Nantucket I took the Hy-Line high-speed ferry from Hyannis, Massachusetts. When arriving at Nantucket, you sail by the famous Brant Point Lighthouse. I had three cameras with me, a Panasonic Lumix DMC-TS1, Panasonic Lumix DMC-FX37 (see Figure 1.2), and my iPhone 3GS. This was a good test to see which camera would perform best.

The TS1 took a standard shot zoomed in. The FX37 took a wide-angle shot, also zoomed in, and the iPhone took a regular shot that wasn't zoomed in because the camera has no zoom.

In this case, the FX37 produced the best video because of wide angle combined with zoom.



Figure 1.2 Panasonic Lumix DMC FX37 versus Flip minoHD

Here's a summary comparison of the Flip UltraHD and Flip MinoHD, iPhone 3GS, Panasonic FX37, Sony Webbie HD, and Kodak Zi8.

The Sony Webbie has a neat swivel lens *and* records 1080p.

The Kodak Zi8 is set apart from all other pocket HD cameras by its audio-in jack. Removable rechargeable battery and storage are also nice features. The view screen is large, allowing easy viewing while recording and playback.

The Flip UltraHD supports replaceable batteries and comes with an AA rechargeable battery pack.

The original Flip MinoHD, 60 min is the smallest and easiest to carry around. The revised Flip MinoHD, 120 min, is slightly larger with a 2-inch display. The FlipShare editing software is great for newbies. It depends on your level of expertise.

I like the Panasonic FX37 best for point-and-shoot HD video and I love the wide-angle lens. The camera also takes great photos. The sound is good if you are close to your subject.

I like the iPhone 3GS for everyday non-HD video because of its ease of sharing online and the benefit of not having to carry around a second device.

Note: None of the pocket HD flip-type cameras can live-stream. The USB ports on them are for file transfer, not webcam use.

Other Options: Pocket Video Cameras

THE SAMSON ZOOM Q3⁹ —BETTER SOUND—\$\$

The Q3 shoots 640 × 480 video with built-in stereo condenser microphone. It's from the same manufacturer of the very popular Zoom H2 audio recorder. The Q3 accepts up to a 32GB SDHC card for 16 hours of recording time. This video recorder includes a headphone jack and has the best audio recording features in the pocket video camera range. Too bad it doesn't record HD video. The Q3 also includes HandyShare editing software.

RCA SMALL WONDER—NOT MAC COMPATIBLE—\$

The RCA Small Wonder has some of the great features of all the previous cameras, but the AVI files produced by this camera are not Mac compatible. Once transferred to a Mac you can use a program like iSquint to convert the AVI files into Mac compatible MP4s.

This camera has 2GB internal memory and an expansion slot for SD memory cards up to 16GB in size. It has a lithium-ion battery pack that provides up to two hours of use.

It shoots HD-quality video at 1280 × 720 resolution and also shoots 5 megapixel still photos. Other video options on the camera are Light Quality (640 × 480) and Web Quality (448 × 336).

The RCA Small Wonder also has a flip-out lens so you can see yourself in the 2.43" LCD display. The microphone is in the front of the camera.

⁹ <http://www.samsontech.com/products/productpage.cfm?prodID=2020&brandID=4>

CREATIVE VADO HD—\$

This camera is also 1280×720 . It has 8GB of internal memory. The Creative Vado HD also has a removable lithium-ion battery. The Creative Vado HD includes Windows software that lets you post videos online to sites like YouTube and Photobucket.

SANYO XACTI VPC-HD2000—\$\$

Moving up in features, the Sanyo Xacti VPC-HD2000 shoots full high-definition 1080p video and has in-built image stabilization. The camera has a $10\times$ optical zoom lens. For audio it has a built-in stereo microphone and also features a microphone input and headphone output.

This camera sits right between the pocket HD cameras and higher end HD cameras. The combination of both microphone in and headphone jack make it a camera to seriously consider.

SANYO XACTI VPC-CG10—\$

The Sanyo Xacti VPC-CG10 is similar in form factor to the VPC-HD2000 but shoots 1280×720 p video and has in-built image stabilization. For audio, the VPC-CG10 has a built-in stereo microphone, but no headphone output.

Moving up from pocket cameras, here are some higher end cameras to consider for shooting video.

Higher End Video Cameras

TAPE-BASED VERSUS FLASH MEMORY CAMERAS

Tape-based cameras, miniDV included, most likely will have a Firewire interface. The reason for this is that in order to move video off a tape, streaming in real time, you need a fast interface. Firewire provides this interface.

With memory card-based video cameras, when you want to transfer your videos to a computer, you can copy them directly from the memory card to the computer by using a memory card reader, or via the camera's USB interface. USB on a video camera is made for file transfer and not for streaming.

That's why tape-based cameras have Firewire ports. The Firewire port is also important for those of you who want to live-stream,

with a video camera, to the Web by using platforms like Ustream and Livestream. These platforms require video cameras with Firewire interfaces. They will, however, also support USB webcams for live streaming.

CANON HV20—\$\$

The Canon HV20 HD video camera records to miniDV tape. The HV20 also had a Firewire interface on it. This allows the camera to support live streaming.

PANASONIC SD100—\$\$

The Panasonic SD100 camera has many features that entry-level cameras do not have. Most important is both an audio-in and audio-out jack to both record and monitor sound. The SD100 also supports manual controls for white balance, shutter speed from 1/50th to 1/8000th, and iris from F16 to F1.8. These settings allow you to control the quality of video to a much greater extent than standard pocket video cameras. These settings are good in low light situations. With a standard pocket video camera, you need to add more light. With a camera like this, you can let more light in by slowing down the shutter speed or opening up the iris.

This would be a good camera to consider if you want to upgrade your video and audio quality. The SD100 also has a 12× optical zoom, which allows you to zoom in without losing video quality like you would on cameras that only support digital zoom.

This camera records video by using the AVCHD format at 1920 × 1080. AVCHD video needs to be imported into video-editing software and converted before you can edit it. In a program like iMovie 09, this happens automatically when the program imports the video.

Note: Two hours of AVCHD footage take two hours to import. Two hours of Quicktime video can be edited right away. So if you want fast, use a camera that captures Quicktime.

In video production, it's always a good idea to buy the highest quality camera so your end result looks as good as possible. If there's a

chance that your video might end up on TV, it's good to have a 1920×1080 option.

Most video-sharing sites only support up to 1080×720 at this time, so depending on the site, you would export your video as 1080×720 prior to uploading. Some sites allow 1080×720 uploads, but convert to 1280×720 for display.

In comparison, the Panasonic FX37 records videos as MP4. You can copy those files from the SD card and edit them directly with programs like QuickTime Pro or iMovie.

Editing programs like iMovie automatically convert the files for you.

To enable headphone use on the Panasonic HDC-SD100 to monitor audio while recording, you have to make sure that the AV jack is set to Headphones and not AV-out. This tip works for Sony cameras, too. You'll know the jack is set incorrectly if you hear horrible static.

To set the AV jack to headphones, flip open the camera display and press Menu, then navigate to Setup, AV Jack, and select Headphone.

Note: This camera does not have a Firewire port to support live streaming.

Disclosure: I received the Panasonic SD100 as a gift from Panasonic for attending the Consumer Electronics Show as their guest.

JVC GY-HM100—SAVES FILES AS MP4 OR QUICKTIME—\$\$\$

JVC recently introduced the GY-HM100. This camera can record high-quality native QuickTime files for immediate editing within Final Cut Pro.¹⁰ Direct editing of QuickTime files is a huge benefit. This camera also can record in MP4 format for editing in Avid, Adobe Premiere Pro, Sony Vegas, and other programs.

¹⁰ <http://www.macvideo.tv/camera-technology/features/index.cfm?articleId=109356>

Other Options: Cell Phone Cameras

NOKIA N95-3

I've been a member of the Nokia blogger program for a number of years. Having the ability to get hands-on experience with their products allowed me to see how far I could push the limit in video production.

I currently use the Nokia N95 to broadcast live video using a service called Qik.¹¹ I'll cover how to do that in the Live section of this book.

I've also used the N95 to record over one years' worth of videos for the video blog Spices of Life.¹²

For the weekly Spices of Life show, I recorded video at 640×480 , 30 frames per second. The quality looks very good for web video. At one point I was able to get three Nokia phones and did a three-camera shoot for Spices of Life.

Connecting a Microphone to the Nokia N95-3

You can use the Nokia N95-3's A/V cable to attach a powered microphone to get audio-in.

These are the parts you'll need:

RadioShack Gold Series Phono-to-Phono Audio Coupler¹³

Gold Series Adapter, 1/8" Phone Plug to Phono Jack¹⁴

Sure Matching Transformer Model No: A96F

Powered microphone

These connectors attach to what is normally used at the Yellow video-out cable. The parts allow you to attach a microphone as audio in.

¹¹ <http://qik.com>

¹² <http://spicesoflife.com>

¹³ <http://www.radioshack.com/product/index.jsp?productId=2103236>

¹⁴ <http://www.radioshack.com/product/index.jsp?productId=2103708>

SAMSUNG I8910 (OMNIAHD)

Although I haven't had the chance to try this camera yet, I'd like to mention it here because it's an HD camera *and* a phone.

The OmniaHD has an 8.1-megapixel camera that can record 720p HD video.

GET SEEN: Take a look at the features of your cell phone and shoot a video with it. You might be surprised at the quality. Or not. It's a good way to start.

Other Options: 35mm and Micro Four Thirds Cameras

Many high end 35mm cameras, including models from Canon and Nikon, now have the additional feature of being able to shoot HD video. These cameras give the photographer aperture control, which controls how much of the image is in focus. Photographers have been able to get amazing quality from these cameras because of the advanced optics in the cameras. These cameras are limited in length of shooting time and audio features.

Watch this J!NX Commercial¹⁵ featuring Zadi Diaz of Epic Fu. It was shot by the Bui Brothers on a Canon 5D Mark II camera. In this blog post,¹⁶ the Bui brothers explain the shoot.

PANASONIC LUMIX GH1

The Panasonic Lumix GH1¹⁷ is a very small Micro Four Thirds camera which also shoots high-resolution full HD (1920 × 1080) video at 24 fps or smooth HD video (1280 × 720) movie at 60 fps using an AVCHD format (MPEG-4/H.264).

This camera supports auto-focus, depth of field, ISO settings, plus it supports multiple lenses. You can also manually set the shutter speed and aperture.

¹⁵ <http://vimeo.com/6245064>

¹⁶ http://bit.ly/jinx_bui

¹⁷ <http://www.panasonic.com/lumix>

Interview: Tim Street

Tools: *Flip, mDialog, iMovie*

Tim Street¹⁸ is Creator/Executive Producer of the Popular Viral Video French Maid TV with more than 30 million downloads of his online videos. Tim has produced short- and long-form TV for Paramount, Universal, Warner Bros., ABC, CBS, NBC, FOX, The WB, UPN, Fine Living, Food Network, Game Show Network, Nickelodeon, Spike TV, and many others. Tim regularly appears on the podcast This Week in Media and in 2009 Tim was inducted into the International Academy of Web Television.

We met at the SXSW conference and talked about the flip camera and how to get your videos noticed.

Tim Street: I don't remember how I got turned on to the Flip, but it's always in my pocket and I just pull it out, record video just like that, and then I can turn around on myself if I need to and you can see the video right there. The other thing that's really cool about it is like when you get done shooting, you just flip open the USB and this plugs in right to your computer. So, I just plug that in and I can pull all the videos over and upload them immediately, tag them, get them up on my blog pretty quick.

The Flip saves videos as .AVI files, so I just drag and drop the AVIs over onto my desktop and then I upload them to video hosting site mDialog¹⁹ because mDialog is a sponsor of mine and I love mDialog. So, I upload them to mDialog and then I take and embed for mDialog and drop that into my WordPress blog at 1timstreet.com.

I'll bring the videos into iMovie and the only reason I edit is if there's some kind of mess up. I'll cut that out or if I need to edit something, but usually I just add a text overlay with the name of the person who's talking and then I output that as a .mov and

¹⁸ <http://1timstreet.com>

¹⁹ <http://www.mdialog.com/>

upload it to mDialog, grab the embed, and then put that into WordPress.

Whenever there is a technological advance in entertainment, spectacle comes first, then story. YouTube has been that spectacle. Take a look at the early days of filming. There were these brothers, the Lumiere Brothers, they shot footage of a train pulling into a station. People paid money to go into a movie theater and watch a train pull into a station and they ran out of the movie theaters scared to death. They were screaming and jumping over each other because they thought they were going to get hit by the train. They didn't understand the technology.

YouTube is kind of the same way. We're watching all these cats swinging on ceiling fan videos and we're getting involved in these news stories like the phenomenon of Lonelygirl15²⁰ where we don't know if it's real or if it's not real and then eventually we find out it's not real. [Author's note: Lonelygirl15 was a scripted video blog series that led the audience to believe that it was real.] That's kind of where we're at. We've seen this spectacle. We're slowly moving into story right now, but any good media—whether it's a good book, whether it's a good film, whether it's a good TV show—it needs to move emotion. It needs to engage the audience. If you can give yourself chills, you can give other people chills. There you go. That's the secret.

Watch the video of our full interview.²¹

GET SEEN: Here's the secret to online video. If you want to get an audience, if you want to make money, if you want to be noticed in online video, you need to move two or more emotions, have a spectacle, and a little bit of story.

²⁰ <http://www.lg15.com/>

²¹ <http://blip.tv/file/1944543/>

Interview: Jacob Soboroff

Tools: Flip

Jacob Soboroff works on the Web and on TV. Soboroff is the executive director of “Why Tuesday?”²² and a correspondent for AMC news and the AMC network. He contributes to NPR Weekend Soapbox, which is the blog from Weekend Edition on NPR.

Steve Garfield: What is your advice for people who want to put video online.

Jacob Soboroff: Just do it. Grab a camera like a Flip camera, and just start shooting. Hit Record. Something that is as simple as this, you take the Flip cam, you plug the thing into your computer, you drag it, you drop it, and at this point it's so easy. In about three steps, you can have a piece of video online. Bring a camera with you everywhere.

GET SEEN: Take a Flip cam and just start walking around with it and put video online. Online video is easier than ever.

Watch a video of the full interview.²³

Interview: Dunkley Gyimah

Tools: Flip

David Dunkley Gyimah has 20 years' broadcast experience and 14 years online. We talked about how the small size of the Flip camera makes interviews more personal.

Steve Garfield: What's happening in citizen journalism right now? What are people doing and what should they be doing?

²² <http://Whytuesday.org>

²³ <http://blip.tv/file/1943810/>

Dunkley Gyimah: That's a big question. People are doing amazing things. There are different variations of video journalism. People are mashing up cultures. People are shooting this and they are shooting that. The industry is back to front and it's front to back. People are trying to sort out a new aesthetic as to what's going to be big online when we get out of this mess of an economic crisis and, you know, jobs become more available.

SG: If someone wanted to get started telling stories and putting them up on the Web, what do you advise?

DG: The Flip is a great camera for the intimacy because you don't actually realize you've been intimate. In the end, this is not about the technology per se even though we need breakthroughs. We need to have that camera to tell the story. We have to tell our story.

GET SEEN: Ultimately it's you as a storyteller what really matters.

It's what you do behind it. It's the kind of gray matter of your visualization that makes everything work.

SG: Okay. Great. Now, if people want to find you on the Web, where do they go?

DG: They go to viewmagazine.tv or they go to my blog, which is viewmag.blogspot.com,²⁴ or if they get really lost, here's my party kick. You just google David Apple. I think of about 96 million, I think I'm number one.

SG: Excellent. I actually also have a Blogspot blog because I'm kind of loyal to it, you know? I was one of the first, you probably were, too, and there's nothing wrong with it. It works, right?

DG: Yeah, yeah, yeah. My friends say you can go to WordPress and I'm like, "Oh, look. If it's good, if your

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²⁴ <http://viewmag.blogspot.com>

blog is doing something, making content, people will find you whether you're at Blogspot, marstock, whatever the case is." So, you know, it's content that matters.

SG: And if you use WordPress, then you're going to have to start being a database administrator and administrating everything and you don't want to do that. You just want it up there and you want to go tell stories, right?

DG: Absolutely, absolutely, and that's why you're a genius. That is why you, Mr. Garfield, are a genius. He's laughing. You can't hold it back. He's laughing. You have to turn the camera around.

Watch the video of our interview.²⁵ Note: Marstock is a joke.

²⁵<http://blip.tv/file/1943737/>