

SOUTH CAROLINA BAPTIST CONVENTION

ON-CAMERA VIDEO GUIDELINES

Overview

Thank you for your willingness to participate in this upcoming video for the South Carolina Baptist Convention. We're excited to hear what God is leading you to share because we know that God will use it to encourage others. To help you prepare and know what to expect during the video shoot, we've put together a few tips for you. If you have any questions at all before the scheduled shoot, please feel free to contact Alex Lyons at alexlyons@scbaptist.org

What to Wear

- Solid, darker colors look best on camera
- Avoid white and patterns (like stripes)
- Avoid wearing clunky jewelry that jingles
- Avoid wearing turtlenecks
- Avoid wearing t-shirts
- Avoid shirts with logos and/or text

Interview Tips:

- If we are interviewing in the SCBC Studio or On-Location, keep in mind that your answers to each question need to be in complete sentences. Here is an example:

Question: "How has Jesus changed your life? "

Answer: "Jesus has changed my life..."

- Our microphones are very sensitive, so if we hear noises in the background, we may ask you to repeat or rephrase an answer you give. This is not because of your performance; it is just so that our team can make sure we are capturing your answers at the best audio quality possible.

- We definitely understand that being on camera can be nerve-wracking. Try to relax! Our team will be encouraging and will guide you through the process. Feel free to think about how you'll answer the questions, but you don't have to script anything ahead of time, unless that is something that you'd prefer. If you would like to refer to a script, please provide that in advance and we can load it into our teleprompter.

- We want you to feel natural instead of scripted—like you're talking to a friend over a cup of coffee and telling them about how Jesus has changed your life.

Filming at Your Location

If we are filming outside of the SCBC Studio, know that we will arrive at least one hour prior to the shoot in order to set up, Additionally, we will need about one hour to tear down after the shoot. The actual recording in the shoot itself will take at least an hour.

Our team may need to move furniture and other items around the location we are filming in order to stage the best possible camera shot. Our team will be sure to treat your items with care and put everything back the way we found it upon completion.

Recording Video Yourself:

From time to time, our team may not be able to physically come to your location. We can still assist you by recording your conference call and/or obtaining a video you filmed yourself. Some tips for those situations:

- SMILE!
- Follow the “What to Wear” section above
- Have your camera/phone in a landscape orientation
- Record in a quiet, well-lit area. If recording outside, please wait until wind noise dies down before continuing to record.
- Do not mention any dates and times. Content needs to be evergreen.
- Have three to five seconds of silence at the beginning and/or end your video clip. If you mess up, start again after a three to five second pause from the start of your previous thought and continue. We can take care of the mistake in post production.
- SMILE!
- Have your camera angled at eye level or above. Do not have it below you.
- Have your main lighting source in front of you, not behind you.
- If you are wanting us to record a meeting/online call, please give the SCBC representative permission to record your call via the online meeting platform. If you’d prefer, the SCBC can set up the meeting itself and record it on our end.
- SMILE!

Thanks again for giving us the opportunity to tell your story.
We look forward to seeing you soon!

Alex Lyons



Creative Director, South Carolina Baptist Convention