



Call to Europe Austria

**Training on professional mobile video shooting –
the best way to engage new audiences**

27-28 April 2018

Vienna, Austria

FEPS Activity Report

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FOUNDATION FOR EUROPEAN
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The FEPS-Renner Institut Seminar “Der richtige Dreh” was a two-day training for social democratic officials and activists from all political levels, where they learned how to produce their own videos quickly and with simple means. It took place on 27 and 28 April 2018 in the Renner Institut, Vienna, Austria. The trainers were Dominik Sinnreich, trainer and media expert (CEO of *Newsroom*) and Stephanie Peichl, video expert and content manager (*Kommunalnet*).

INTRODUCTORY REMARKS

Our own media, our own stories: the mobile phone is always at hand and makes it possible to document activities and events online even before they are over. It has never been easier to reach selected target groups with a message. In the framework of a two-day seminar, participants acquired the basics of mobile video production through theoretical inputs as well as practical exercises. The seminar raised and answered questions such as:

- What are good issues and appropriate formats for political videos?
- What are the basics of storytelling through video?
- What do I need to prepare in order for the shoot to work out?
- Which equipment is important, what is nice to have, and what is unnecessary?

In the exchange with experts for mobile reporting, the participants developed, shot, cut and produced their own video.

SESSION I: THEORETICAL BASICS

Every video tells a story. In developing this story, basics of storytelling need to be taken into account. First, we need to know what our message is, and why we want to convey this message: Why is this an important issue, what do we want to achieve? Whom do we want to reach? Which stories can we tell, and who are the protagonists of this story? How can we construct a story arch? Good stories are understandable, memorable, simple, and emotional. Stories need a protagonist or hero, a problem or conflict, a plot, scenes, a chronology, and moments of identification for the viewer. Generally, there are three roles in a story: The hero, the victim and the perpetrator.

Once we know what our story is, we have to find ways to put this story in motion picture. There are different formats for political videos, including interviews, video blogs, event coverage and mini stories.

Preparations for interviews include research about the issue and the interviewee, and a set of questions. Important things to keep in mind are that the interviewee should formulate their answers in a way that the answer makes sense even without knowing the question. In terms of image setup, we have to keep in mind the golden cut, meaning that the eyes of the interviewee are placed at the inner corner of the top left or top right ninth of the screen, with the person looking towards the center of the screen. Furthermore, the background is important, it should look good and fit the interview, but not draw too much attention from the person. Another important thing to consider is the sound: with quiet surroundings, the phone mic will suffice; otherwise, an external mic will be necessary.

When shooting a small action video, there are some things to know: while movement within the picture will look very good, movement of the picture frame normally does not work with non-professional equipment. It is important to collect as much video material as possible, with many different perspectives and happenings. In cutting the video, action effects can be achieved through quick cuts, ideally in the rhythm of the background music, as well as effects such as time lapse or slow-motion.



SESSION II: PRACTICAL EXERCISES

Generally, during filming, the phone should be held in landscape format. Zooming does not work with mobile phones. The picture frame should be stable. Background noise should be minimal. For posture, it will be helpful to use a tripod or hold the phone with both hands, keeping the elbows close to the body and leaning to walls or pillars for stability. For filming, the apps *filmic* or *Cinema FV-5* are helpful.

For cutting, there are some guidelines as well: Cuts with little movement should be short; changing perspectives are interesting; in case of background music, the cuts should fit with the rhythm, the volume should be stable; at the beginning and at the end it looks nice to fade from/into black or white. And, most importantly, the pictures have to fit with the sound. User-friendly and efficient apps include *iMovie* and *LumaFusion* (iPhone) or *PowerDirector* (Android).



CONCLUDING REMARKS

Political movements increasingly rely on self-made media, distributed online through social networks, to spread messages and gain support. Seminars such as this give our officials and activists the tools necessary to produce such media. A continuous provision of such trainings is a highly effective measure to guarantee a growing body of knowledge, skill and DIY-culture within our movement.