



Production Manual

Being a part of *Our Town*

WPSU's *Our Town* series captures the spirit of local communities from the perspective of the residents.

Grab your camera and take to the streets as you document the people, places, and happenings that make your area special.

This is your opportunity to share the unique features of your town with central Pennsylvania.

Profiles of organizations, arts, schools, attractions, and local folklore make great stories and give viewers a sense of your area.

No experience is required, just enthusiasm!

Meet WPSU's *Our Town* Production Team...

Cole Cullen, Creative Director
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Bill Wallace, Videographer/Editor
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How it works...

1. WPSU will ask you to pick ONE topic for a story that will be featured in the show. We want stories that will highlight the heart of your hometown—events, people, and places are all great stories to share!
2. Each story needs photos and video, which you'll need to collect prior to the production day. Also, feel free to hunt down archival photos or videos. Make sure these images correspond to everything you want to talk about in your story.
3. Each story needs ONE spokesperson to appear on camera for an interview with a WPSU producer. During this interview, we'll talk with you about the footage you gathered.
4. WPSU will take the imagery you provided along with the footage from your interview and edit it all together. Don't worry—we'll make you look and sound like a pro!

What happens next...

Once we've edited your stories, we'll invite you to an exclusive premiere screening of the show.

At this preview, we'll return your tapes and invite you to the WPSU studios for the live broadcast where you'll see how your community responds to the show as they phone in their support.

Want to know more?

You'll find recent episodes of *Our Town*, helpful hints on creating your story, updates on the project, and contact information on our website:

wpsu.org/ourtown

You also can call or email the production team.

Sharing local stories is part of the spirit of public television. Through viewership support, we're able to bring you all your favorite programs that you find on WPSU. And no program is more local than the *Our Town* series since you help create the material to broadcast!

Thanks for joining the team and have fun!

Tips for Shooting Video

It's wonderful to be part of an energetic and committed team, especially when it involves your neighbors and friends! What better way to nurture a sense of belonging and pride in your community than by sharing with others why it's so special? To help you tell the story more effectively, we've asked our WPSU videographers to share some of their secrets and strategies for successful videotaping...

- If possible, change the aspect ratio setting on your video camera to Widescreen (16:9) instead of Full screen (4:3). DO NOT select "letterbox" or "pan-scan"
- Some cameras include a feature that imprints the date and time of a recording on the video. Please turn this feature OFF.
- Before you start recording, check to see which vantage points provide the best views. The more you can shoot from different angles and focal lengths (i.e. close up, medium and wide) the better. We need AT LEAST 20 different shots of people, places, items, etc. to create a 2 minute video story.
- Use a tripod when possible. If a tripod isn't available, use other solid objects to stabilize the shot (e.g. lean against trees, set your camera on a table top, or sit in a chair and use the armrest to help make the picture steadier).
- All shots should be a MINIMUM of 10 seconds long.
- Make sure that your camera is level and the scene looks straight in the view finder.
- Resist the temptation to do a lot of "panning" and "zooming" with your camera. It's best to physically move your camera from one place to another in order get a different angle.
- If action is included in your shot, let things move inside the picture instead of moving the camera or zooming. When in doubt, hold still!
- Shoot a sequence of shots rather than long shots that depend on camera movement like zooms and pans. Remember, these tapes will be edited, so don't worry about mistakes. Separate still shots from various angles can be linked together.

- When shooting inside, try to use areas that are well lit. Don't be afraid to bring additional lighting into a dark room. If it's hard to see detail in the viewfinder, extra light will help reveal it.
- Avoid shooting a person with bright light, such as a window, in the background. The camera will adjust for the bright light and make your subject darker.
- Detail shots are especially powerful. They provide the viewer with unique visual information and they can have high emotional impact, so don't be afraid to get close.
- People make the greatest subjects. No matter what you're topic is, don't forget to record people as well. To the extent possible, try to get people in your shots acting "naturally."
- If you plan to interview someone, do so in a quiet setting and make sure that the camera is within 3-4 feet of your person. If possible, use an external microphone.
- If you're shooting with a DVD camera or are delivering video from a past event or program, please make sure that the DVD has been "finalized." This allows DVD's to be played in machines other than the one it was created on. If we can't play it, we can't use it.
- Though we would prefer that you shoot video, please don't hesitate to use a still camera or give us photos that you already have about a subject. We can add motion to stills in order to make them more dynamic. Ideally, we'd love to have your photos delivered to us on a CD, hard drive, or via our FTP site (see next page for instructions). However, we can work with photo prints as well.
- Give some thought to the significance of your topic and why you chose it. We will tape a short interview with you and ask you to provide general details about your subject.
- Please refrain from scripting your story. Most people struggle to sound natural when reciting a script. Also, even if you script a story, we will still need to edit it for length. You may bring notes, but we will ask you to not read directly from them. We want you to sound as good as possible, so relax and feel free to make multiple attempts to say things the way you would like.
- We hope you are as excited about making this program as we are! Please feel free to contact WPSU videographer Bill Wallace at wrw5@psu.edu if you have any questions on any of the tips mentioned here.

Borrow a Video Camera...

Cameras will be available for volunteers to check out to use to shoot footage for each story.

Please make sure to return the camera you borrow within a day so someone else can borrow it. Thanks!

Upload Photos to WPSU's FTP Server...

You should be able to use an FTP application (Fetch or Filezilla, free on the web) to fetch and put files.

Host: 146.186.183.151
User: ourtown
PW: wpsu2013ourtown
Port: 22

The user may be prompted to create a secure certificate the first time you get connected: they should click OK to do so.

Note that you ***MUST*** specify port 22 or you will not be able to connect to the server.

Log Sheets

IMPORTANT: Make sure to fill out and hand in a log sheet with your tape.

Please list the sequence of shots and accurately describe any locations or persons that need to be identified.

Here's a sample of the video log sheet we'll need you to complete as your gather footage for your story...

Subject	Content Description	Length
History of winery	Photo of 1st 1967 bottle	20 seconds
History of winery	Photo of construction phase 1, 2, 3, family group photo of founders	
Winery today	Exterior shot of winery wide shot, looking at entrance	15 seconds
	Exterior wide shot of gazebo overlooking grape vineyard	15 seconds
	Exterior wide shot of grape crop from gazebo	15 seconds
	Shot looking down between row of grapes in vineyard	20 seconds
Tasting room	Shot of wine display on shelf of wine assortment offered	12 seconds
	Printed sample of wine list distributed to tourists	

Tips for Appearing on Camera

Clothing

- Choose an outfit that looks good when standing and is comfortable when sitting. Remember that cameras are sometimes placed at low levels, so slacks or knee-length or longer skirts are recommended over shorts or short skirts.
 - Refrain from wearing distracting trims like large bows or numerous ruffles. Remove pens and eyeglasses from pockets.
 - Avoid clothing with large patterns or geometric shapes or logos. The audience will watch your clothes instead of you.
 - Avoid tight patterns or lines such as herringbone, plaid or pinstripe. Solid, bright colors look best on camera.
 - Avoid pure white or black clothing as these can make skin tones look harsh.
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Accessories

- Keep jewelry simply and avoid shiny, reflective pieces; it can create a flaring effect.
 - If you are able, remove eyeglasses. If you must wear them, drop your chin a bit to avoid a glare.
 - Avoid wearing hats .
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Makeup

- For women - foundation and lipstick help to keep you from looking washed out.
 - For men - shave prior to your interview; powder helps reduce shine on bald heads.
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Body Language

- SMILE! This makes you look confident and comfortable.
- Try to avoid fidgeting.

About WPSU...

WPSU Penn State is a collection of innovative writers, storytellers, teachers, producers, designers, and technicians—using twenty-first-century tools and media to bring information, education, and entertainment to our viewers, listeners, and larger communities throughout Pennsylvania and beyond.

We are leading-edge public broadcasters — producing original, local content and providing your favorite programs commercial-free on public radio and television, to engage the minds and spirits of our neighbors and make connections between the region and the world.

We create meaningful and memorable films about important social, academic, and community stories to help stimulate conversation and discovery.

We improve learning experiences, through the design of high-quality, dynamic content in a variety of formats, to aid learners of all ages in their educational journeys.

TV

Since its infancy in 1965, WPSU-TV has grown from an educational television station with limited programming and broadcast range to one of more than 340 stations affiliated with Public Broadcast Stations.

WPSU serves one of the largest geographic coverage areas in the nation. We reach 530,000 households in 29 counties of central Pennsylvania.

Radio

WPSU-FM, which began as a local student-operated radio station in the 1960s, has evolved into central Pennsylvania's only full-service National Public Radio affiliate.

WPSU-FM serves more than 450,000 homes in 13 central counties of the Commonwealth.