

Recording Videos

Your Group may want to record a video message to promote an event or do an interview with an author about a review. This tip sheet provides you with some guidance to creating a high quality video.

Preparing to record

When making decisions about presenting information related to Cochrane work, evidence, or events, please consult the Spokesperson policy. Please contact the Communications and External Affairs team with any questions.

Recording tips

- Be clear about the interview; what do you wish to capture in terms of content? Have a generic script or at least a list of questions to work from.
- Prep the interviewee; you could even have a trial run with them in terms of a practice interview beforehand.
- Do a trial recording if possible; this will help identify any issues and what the file you create looks like and sounds like.
- Be aware of your surroundings, back-drop, and noise levels within the interview setting. Look at colours around the interviewee – make sure there aren't any obvious visual distractions and clashes that take the viewer's eye away from the interviewee.
- Use the best possible equipment you have available; a good quality HD webcam is best.
- Test the sound quality if using Skype - sometimes the best quality sound comes from only one side of Skype, the interviewee or the interviewer's side – test this out and see. If it's tinny and 'thin' on one side, you can always separately record any questions you want as part of the recording.
- To get the best quality picture, make sure you have the camera at eye level with the subject. Below eye level is not so flattering, and this angle is common with laptops. If you use a tablet, make sure to prop it up securely to keep it stable.
- For shot composition you can google: "rule of thirds for video interview" (avoid too much empty space above the head).
- Absolutely avoid having a light source behind the speaker. Ideally the light source should be at a 45-degree angle on either side in front. Also avoid lighting that is directly overhead or from below.
- On a Mac: try using PhotoBooth: wikihow.com/Use-Photo-Booth-on-a-Mac

Hosting your video

If your group already has a YouTube channel the video can be hosted there.

If your group doesn't have a YouTube channel and is considering setting one up, please contact CEAD for advice.

If you would like it hosted on the established Cochrane YouTube channel you can email nowens@cochrane.org with the file, name of video, and video description.

Where can I get more help?

For questions about our spokesperson policy or help with your video script, please email cead@lists.cochrane.org.