ARSC VIDEO PRODUCTION GUIDELINES
Revised June 30th, 2017, Online Media Committee

Overview

This document outlines procedures for ARSC video projects and also includes video production guidelines for the ARSC YouTube channel. These guidelines are intended to be used by ARSC members and committees in the production of videos intended to be distributed by ARSC. The guidelines were issued by the ARSC Online Media Committee and approved by the ARSC Board of Directors, May 2017, 2015. The document shall be reviewed and revised by the Online Media Committee on an annual basis or as needed if more frequent review is warranted.

Related Documentation

The Executive Director in consultation with the Web Editor and ARSC Board has developed internal YouTube Channel Policies and Procedures.

Considerations and Initial Approval

Considerations

Video projects can be time-consuming, costly, and require a certain level of technical skill and expertise. Before embarking on a video project, consider the following: whether video is the best medium for conveying the message; the availability of video subjects; willingness of video subjects to comply with permissions; access to appropriate equipment; access to technical expertise for video editing; expenses related to producing video; and/or whether the content is appropriate to ARSC. Additionally, a review of this document and ability to comply should be considered.

Content

ARSC videos should be professional in nature, clear in their message, and appropriate to their audience. Examples of ARSC-appropriate video content includes, but is not limited to: capturing events, particularly educational in nature; messages that require visual, sound, and/or motion; and promotional content for ARSC initiatives.

Approval Process

All video projects must be approved by the ARSC Board of Directors. If considering a video project, please fill out this online ARSC Video Project Proposal Form and send it to the ARSC Online Media Committee by clicking "Submit." The Online Media Committee (OMC) invites those with video ideas to contact us at any time, before or after submitting the proposal form, to discuss ideas. Once submitted, the OMC will review the proposal form, follow-up with questions as needed, and forward to the ARSC Board of Directors for a final decision. Decisions regarding video projects will be communicated back to the requestor by the OMC in a timely manner.

Overall Project Guidelines

All final videos should be added to the ARSC YouTube Channel by current ARSC YouTube channel managers. Do not use sites like Vimeo, your personal YouTube account, or other similar video sharing website to host ARSC videos. If other platforms are explored in the future, the guidelines will be revised and updated.

Permissions

ARSC video producers will secure permissions from subjects by having them fill out this ARSC Video Permissions Form. ARSC video producers will submit permissions, along with the completed video. For national conference presentations, the normal permission form signed as a requirement of presenting will be considered sufficient for this purpose. *All recordings of presentations before a live audience should include a statement to the audience at the beginning of the presentation stating that the event is being recorded.*

Copyright

Use of Copyrighted Material with Permission of Copyright Holder

Videos may include copyrighted material with the approval of the copyright holder. Video producers should secure documentation of permission and document approval of copyright holder in credits. Even with permission, it is normally desirable to quote excerpts and only as much of the work as is necessary to make a point.

Use of Copyrighted Material without Permission of Copyright Holder

It may also be permissible to include copyrighted material in a video without the approval of the copyright holder, if that use can be considered fair use under copyright law.

Copyright law contains no precise rules defining exactly what qualifies as "fair use." The four general tests are purpose of the use, nature of the material quoted (e.g., published or unpublished?), amount quoted, and effect on the market for the material. Use of excerpts of copyrighted works (audio, text or visual) within an educational lecture such as an ARSC conference or chapter presentation, for purposes of commentary and analysis, will normally

qualify as fair use. ARSC prefers that audio excerpts be limited to a minority of the work in question, only as much of the work as is essential to make the point, and in any event not exceed five minutes in length. These guidelines are not absolute. If your use of a copyrighted work exceeds these guidelines, or if you have any question about the fair use status of a copyrighted work you plan to use, contact the Executive Director or the chair of the ARSC Copyright and Fair Use Committee.

Copyright of Videos

Video producers will normally retain copyright in their video, unless other arrangements are made (for example, with a contractor). However, if the producer wishes to retain copyright, he or she must sign this [Author-Publisher Agreement](#), granting ARSC permission to distribute, or otherwise use, the video, along with any restrictions that apply.

Video Quality Guidelines

The following guidelines are not requirements. They are intended to be used as guidance for capturing and producing the best quality video and audio given a number of variable factors, e.g., equipment limitations. In order to represent ARSC well, we ask that whenever possible, the content producer consider the following tips when recording and editing video:

Setup and Capture

- Lighting and visibility: Capture video in well-lit areas; the subjects of the video should be easily discernable.
- Framing and focus: All shots should be clearly focused and well-framed; zooming should only be used for focusing attention and should otherwise, generally be avoided.
- Stability: Use a tripod or other stabling device if available. Keep the camera as still as possible.
- Audio: Audio should be audible and clearly understood throughout the video, with minimal to no ambient noise. Use of an external microphone is recommended for minimal interference and maximum clarity.

Editing

- Inlay text: If adding text to the video, choose a standard font. Proofread the text for accuracy and grammar.
- Graphics: Generally avoid adding graphics and animations.
- Effects: Fade ins/fade outs, etc. should not detract from the message of the video. They should be smooth and not abrupt and choppy.
- Dead air: Edit out when possible.
- Background noise: Background noise, breaks, skips, hissing should be edited out.
- Volume control: Equalize the volume so that one speaker or subject is not noticeably louder than the other.
- Background music/audio: If adding background audio intentionally, balance with primary audio as best as possible.

- Extended intros, bios, etc.: Extensive introductory material should be edited out and included in the written YouTube description. Please cut excess text and submit it in a separate text document along with the video. The YouTube manager will add it to the description field.

Technical Standards

The following technical standards should be followed as much as possible.
- Preferred file formats: Quicktime (.mov) and MPEG (.mp4).
- Aspect ratio: Native aspect ratio without letterboxing (e.g., 16:9). If using a mobile devices, shoot in landscape. Images resulting in windowboxing will not be approved.
- Resolution: High definition video at either 1280x720, 1920x1080, or higher.
- Preferred audio format: AAC.
- Original video source: Avoid re-encoding prior to upload as much as possible. This includes the process of burning videos to DVD discs. If a DVD must be used as the storage/sharing media, please save your video to the DVD as a data file.

Producers may wish to refer to YouTube's Recommended Upload Encoding Settings.

ARSC Branding and Credit Screen Standards

All video submissions must contain ARSC Intro and Outro Screens. Producers may download and attach these files themselves or request that the OMC Video Editor add opening/closing logos when sending completed submission. Watermark logos are also available.

ARSC INTRO and OUTRO screens can be downloaded here:
- ARSC 1920x1080 Intro: [.mov] | [.mp4]
- ARSC 1920x1080 Intro: [.mov] | [.mp4]
- ARSC Watermark: [.png]

If adding video credits, center all credits in a professional font at the end of the video.

Publishing on YouTube Channel

Submitting Video and Permissions
- ARSC video producers will create videos and secure permissions from subjects.
- ARSC video producers will submit completed video and permissions forms to ARSC Online Media Committee Chair.
- ARSC video producers will provide additional metadata, such as title, summary, date, etc., as necessary.

Publishing Video and Managing Permission Records
- ARSC Online Media Committee will review the video for compliance with production guidelines and permission guidelines.

- ARSC YouTube Channel Manager, a member of the ARSC Online Media Committee, will publish the video to the ARSC YouTube Channel.
- ARSC YouTube Channel Manager will add the video to playlists or work with the video producer to configure publication settings as necessary.
- ARSC Online Media Committee will share video and permissions with ARSC Executive Director.
- ARSC Executive Director will deposit the permissions in ARSC Archives and retain copy of video for offline storage.

Promotion and Outreach
- ARSC YouTube Channel Manager will prepare an announcement of published videos.
- Post to the ARSC Facebook page or Twitter
- Web Editor will post to News & Events Column.
- ARSC Executive Director will create a record for the video in ARSC Index.
- Other means as appropriate.