



FILMING GUIDELINES - INTERNATIONAL BELL RINGING

Let us echo the bell ringing! A video public service announcement with bells ringing across the world will be used as communication tool in 2010; it will document international solidarity and the international reach of the campaign. Those of you and especially those of your supporters which have a video camera/a digital camera with a video mode are therefore called upon to film their local bell ringing event.

ANNOUNCING

The more bells ring, the better. The same applies to the making of this video piece. Please share the following production guidelines with your supporters participating in the action, and ask them to spread the word and to circulate it further. Translate and adapt this document, send it to those already registered, make it available on your website or in your promotion materials and, in countries where relevant, invite your ecumenical partners to join us...

SHOOTING

• Setting up your (video) camera

If possible stick to a 4:3 video format.

Shoot in the highest definition possible.

File format: preferably MPEG-2, MPEG-4, but also AVCHD, iFrame or H264

If you don't use the automatic preset, set up the white balance for outdoor filming.

• Footage

Concentrate as much as possible on:

- The church – Starting with general views and if relevant with some close-ups.
- The bells – Do not worry if you don't manage to get close enough to them, a close-up will do.
- The people around - In many places, the bell ringing will likely take place after a celebration. Try and film the parishioners getting out the church or standing in front of it.



Regarding the duration of the videos you'll record, a few extracts of 10 to 15 seconds each will do. Avoid panning (horizontal movement) and try and keep the camera as stable as possible.

Using a tripod or placing the camera on a support (any wall, car or bench around the church will do) will help you collect better footage.

Try and collect as much footage as possible with no zoom enabled. It will guarantee you nicer results. Do not zoom in or out too much and, when you do, try and keep it slow.

As far as the composition (placement of visual arrangement within the frame) is concerned, apply as much as possible the rule of thirds, by placing key elements of the image near one of the lines that would divide the image into three equal columns and rows, ideally near the intersection of those lines. Find out more on compositionnal and shooting techniques online.

As the aggregated sound of the bells will be a key element of this video piece, it would be great if you could record one or two audio extracts as close as possible to the bells. We can detach the audio so it doesn't matter if the video is bad, but don't forget to remain silent...

SHARING

Regarding the sharing of the rushes, it is up to you to decide whether you'd like to centralise it nationally or to invite your supporters to share their video materials directly with the secretariat.

Once your bell ringing video wrapped, we'll ask you to share it together with the network and hundreds of other churches around the globe. When you do, should it be online or via mail, please don't forget to add a few words of description. Let us know which church from which village/town in which country you filmed!

There are several ways to share your video files, either online or via mail:

- www.dropsend.com, www.yousendit.com or www.megaupload.com are free and user-friendly web-based platform that allow you to share large files via e-mail. If needed, create an account or use your existing one and follow the guidelines to send your video files to cnockaert@cidse.org. Think of compressing all the files you want to share in one folder, it will allow you not to repeat the operation several times.
- Via www.youtube.com? Use your existing account or create one and then follow the instructions to upload your videos as private files. Write a few words of description and then you may allow us to access them either by adding *CIDSEonline* to your YouTube friends and setting up a private sharing, or by sending the limited-access urls by mail to cnockaert@cidse.org.
- CD-Rom / DVD? Burn your video rushes on a CD-Rom or a DVD and send it by mail to: Gilles Cnockaert - CIDSE Secretariat, Rue Stévin 16, 1000 Bruxelles, Belgium

EDITING

The editing will start as soon as the secretariat is provided with a sufficient number of contributions. The end product will feature our key messages for Climate Justice, either with a voice over or with text annotations, and will reflect the action's international dimension. Starting with longer cuts, the pace of this 30 seconds piece will accelerate with the growing number of bells in the soundtrack tolling to wake up world leaders. We will then put our efforts on the circulation, but that's another story...

Any question or comment? Please contact Gilles Cnockaert via email (cnockaert@cidse.org), or telephone +32 2 230 77 22