

> Dear Jack Foundation

Telling Your Story On Video





Your Instructor:

Sally Kidd

- Vice President, Antenna Group
- Former White House Correspondent & TV News Reporter



This is about YOU—your story, your voice, your impact. Your story matters. It has the power to connect, inspire, and support others in the AYA community.



The goals of this workshop are to:

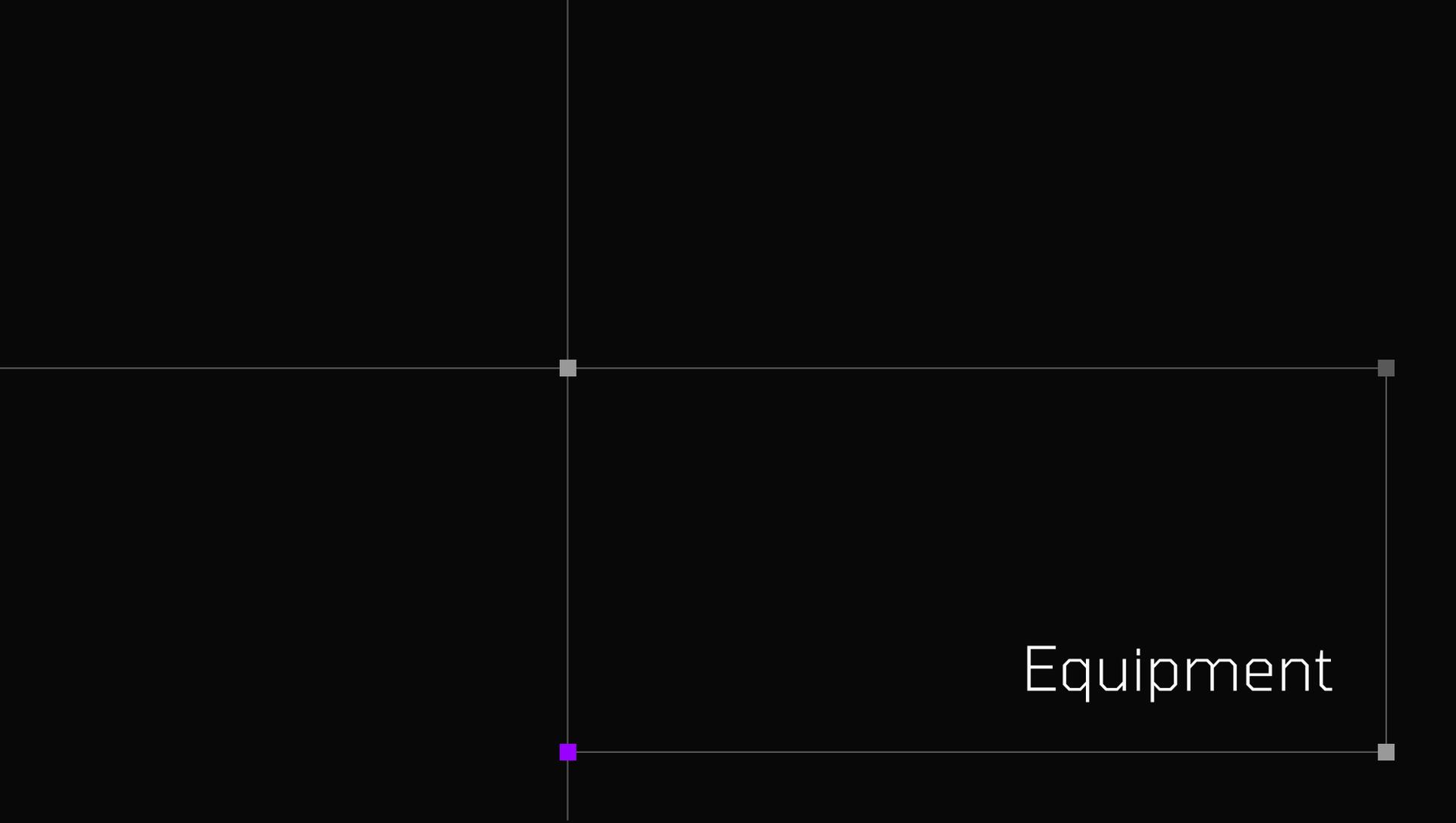
- Equip you with the technical skills to record compelling, high-quality videos.
- Teach you how to share your cancer journey with confidence and authenticity.

WELCOME TO THE WORKSHOP

What We'll Cover:

- Equipment
- Choosing Your Location
- Framing
- Lighting
- Audio
- Stability
- Time to Record
- Real-life Videos





Equipment

Equipment Options

1

Smartphone

Pros

- Higher quality and more advanced cameras with better image sensors and lenses
- Rear-facing camera allows for shaper videos
- Portable, easy to position
- Good quality at lower price point

Cons

- Built-in mic often picks up too much ambient noise
- Less stability = shaky footage

2

Laptop

Pros

- Larger screen allows for easier framing
- Excellent stability
- More processing power for video and editing software

Cons

- Average to poor video quality. Built-in webcams are often low-resolution (720p is common) and feature smaller sensors that struggle in low-light, producing grainy and washed-out video.
- Limited camera angle

Best Option: Smartphone

Two approaches:

- Keep it simple: all you need is your smartphone
- For better quality, use accessories:
 - Selfie stick
 - Tripod / Gimbal
 - Light
 - Microphone



Choosing Your Location

Choosing Your Location

- YOU are the focus, so choose a quiet background with minimal distractions
- Choose a well lit area. You need light on your face!
- If inside, face a window or use an accessory light. Do not stand with a window behind you; you'll be backlit and your face will be too dark
- If outside, a cloudy day is better for even lighting. Do not stand in the shade with bright sunlight behind you



Location: Avoid clutter and distraction

Right



Wrong



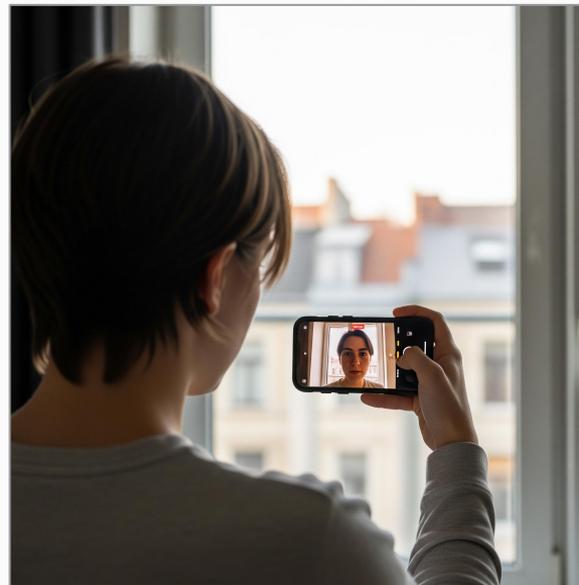
Location: Watch out for windows!

Don't stand with your back to a window. You'll be backlit, making your face too dark. You need light on your face!

Wrong



Right





Framing

Framing



Horizontal (Landscape) Perspective

YouTube
TV
Website
Monitor

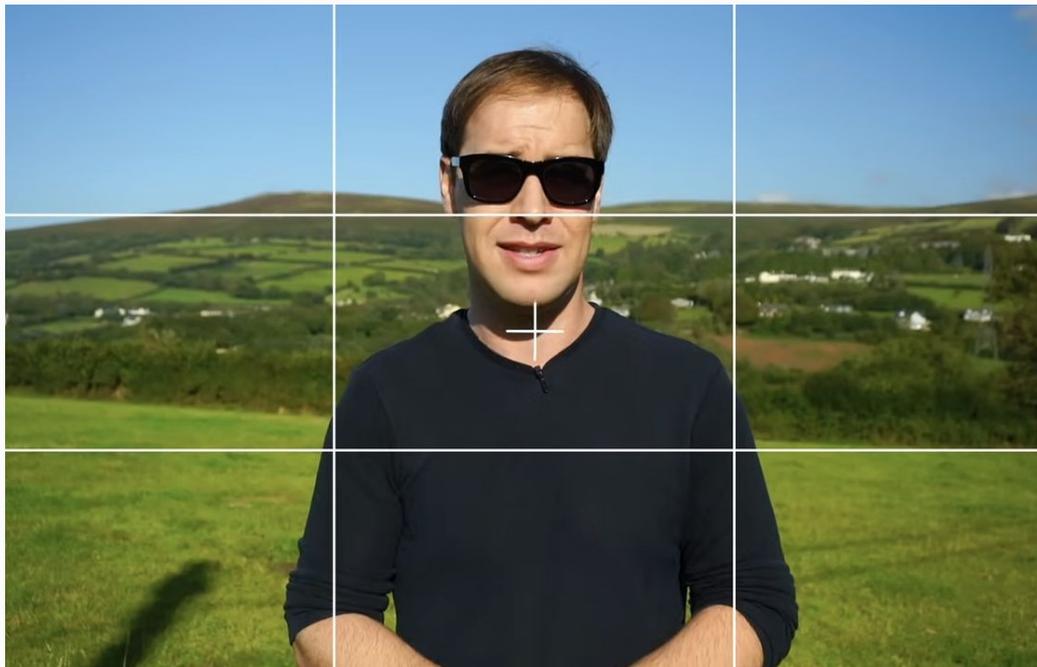


Vertical Perspective

TikTok
Instagram Reels
Facebook Stories
Snapchat

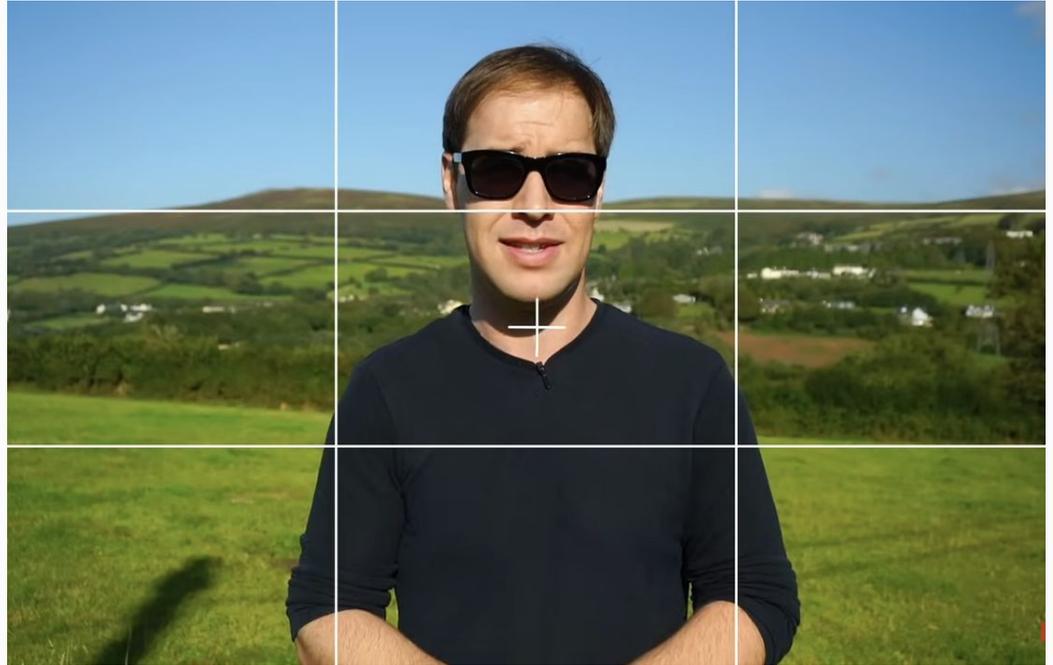
Framing: The Rule of Thirds

- A “head and shoulders” shot works best
- Center yourself in the frame
- Your eyes should be just above the top line
- Equal distance from your shoulders to the sides of the frame



Framing: The Two Fingers Rule

- Watch your headroom, the space between the top of your head and the top of the frame
- Use the “Two Fingers Rule” to measure your headroom
- Don’t cut off the top of your head
- Don’t give yourself too much headroom



The Wrong Way



Not enough
head room



The Wrong Way

Too much head room and a distracting background



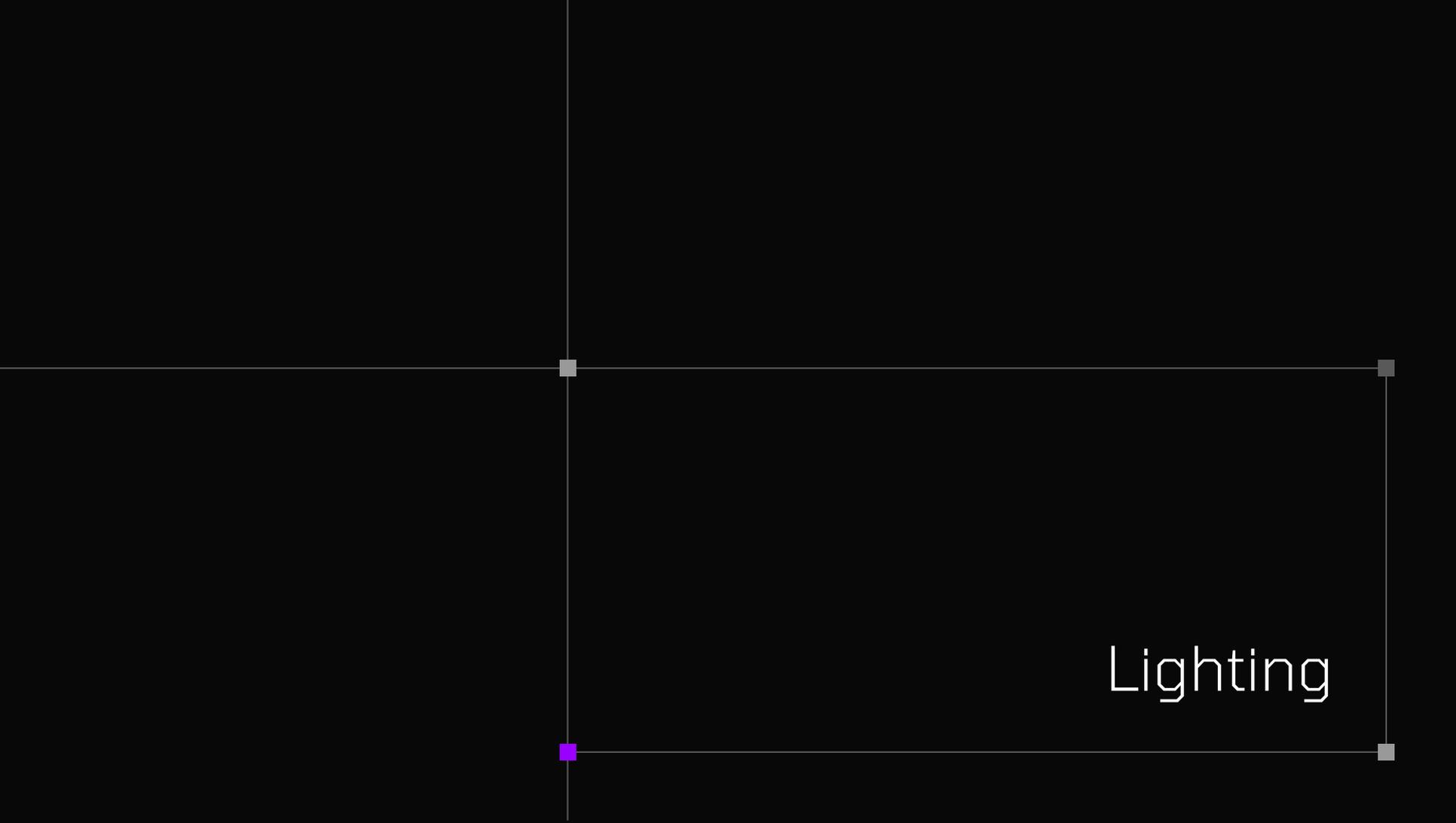
Camera not
eye level



The Right Way

- ✦ Centered
- ✦ Head room
- ✦ Shoulder room
- ✦ Even lighting
- ✦ Solid colors





Lighting

Lighting: Best Practices

- You want even lighting on your face
- Soft, natural light is ideal
- Sheer curtains on a window can soften direct sunlight
- Try to avoid shadows
- Harsh overhead lighting can cause shadows; you need lighting pointing toward your face
- If you wear glasses, position yourself slightly to the side of the light source to minimize glare



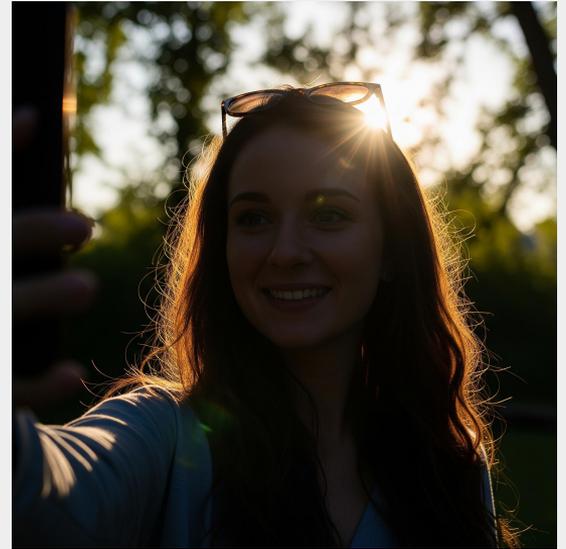
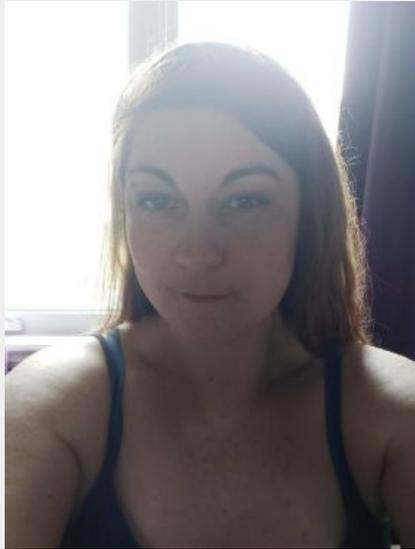
Lighting: Plenty of options



Lighting: Avoid Shadows

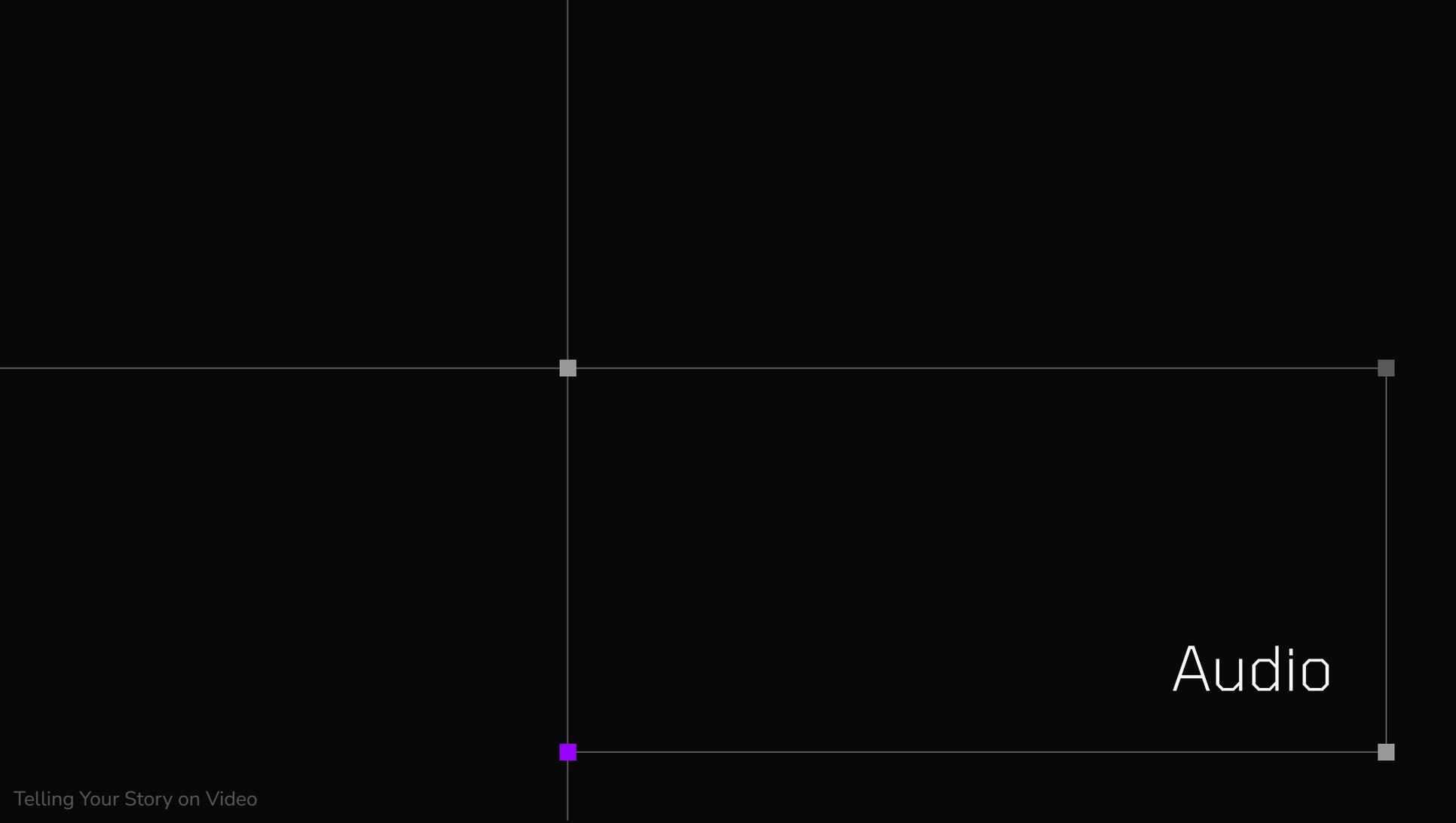


Lighting: Avoid Being Back Lit



Lighting: Avoid Overexposure





Audio

Audio: Smartphone Microphone

- You can use the built in mic on your cell phone
- The newer the phone, the better the sound quality
- To get good audio the phone should be no more than an arm's length away
- Make sure your hand isn't blocking the mic
- Turn on airplane mode



Audio: Wireless Microphone

- Use a bluetooth wireless clip-on mic
- Place it 6 to 12 inches from your mouth
- Room with carpet or a rug in it will help sound quality
- Use a windscreen if outside



Audio: Wired Microphone

- Plugs directly into your phone
- Must have a TRRS cable (look for 3 black rings on plug)
- If no built-in headphone jack, you can buy an adapter
- Some come with a 6ft extension cable to allow more distance from your phone
- Hide the wire by running it under your shirt





Stability

Stability: Tripods and Selfie Sticks



Stability: Smartphone Gimbal

- Uses motors and sensors to keep your phone balanced and smooth, regardless of your movements.
- Compensates for shaky hands and uneven surfaces
- Better grip on phone
- Easier to switch from horizontal to vertical

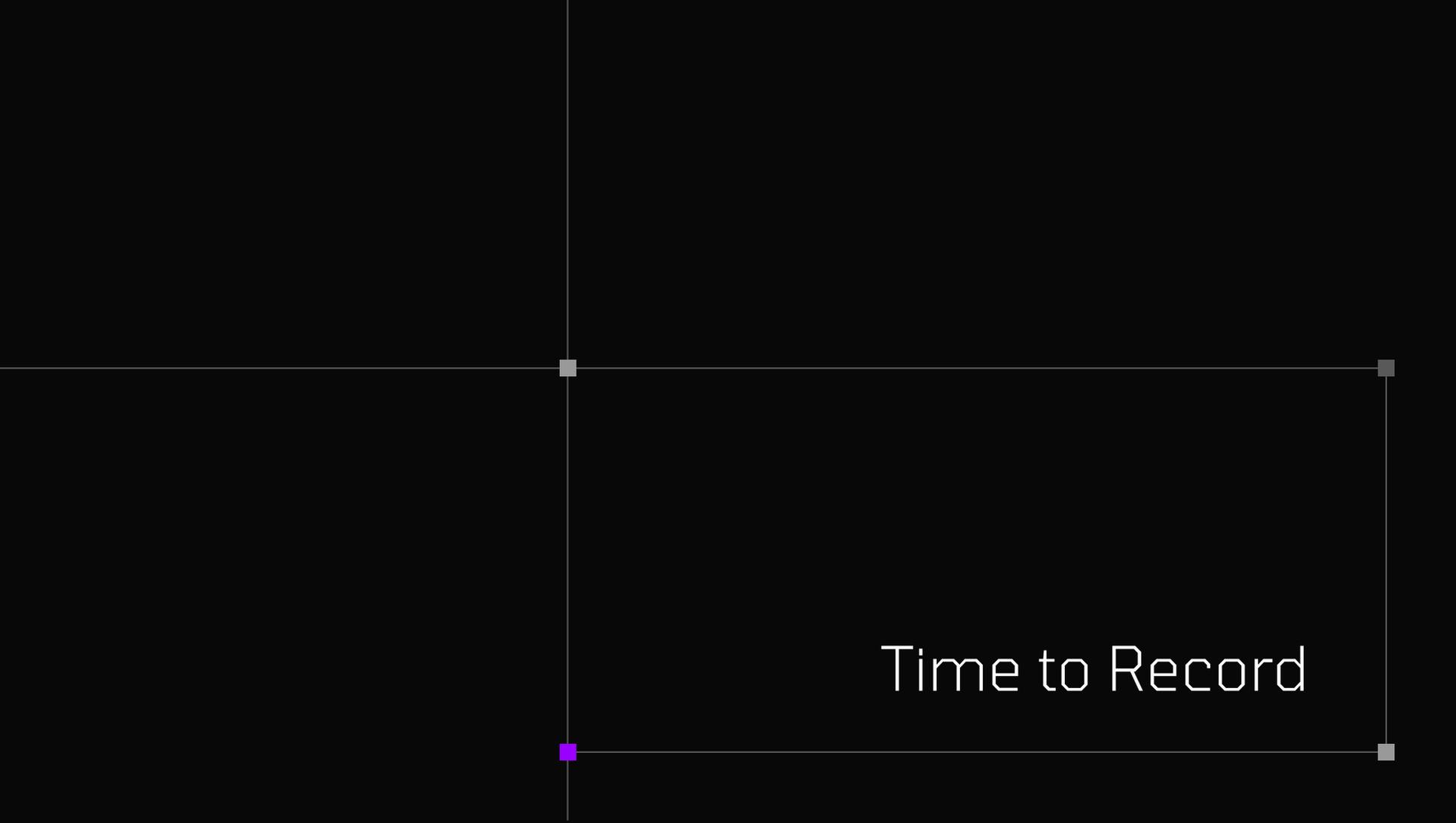


Stability: Using What You Have



- Stack of books
- Ironing board
- Shelf
- Prop phone against vase
- Get creative!





Time to Record

Camera Configuration

- Turn off notifications
- Use the rear-facing camera for better resolution
- A magnetic monitor attaches to your smartphone, displaying the view from the phone's high-quality rear camera in real-time, allowing you to frame your shot
- These monitors connect wirelessly via Wifi or Bluetooth and may include a separate Bluetooth remote for controlling the phone's camera.

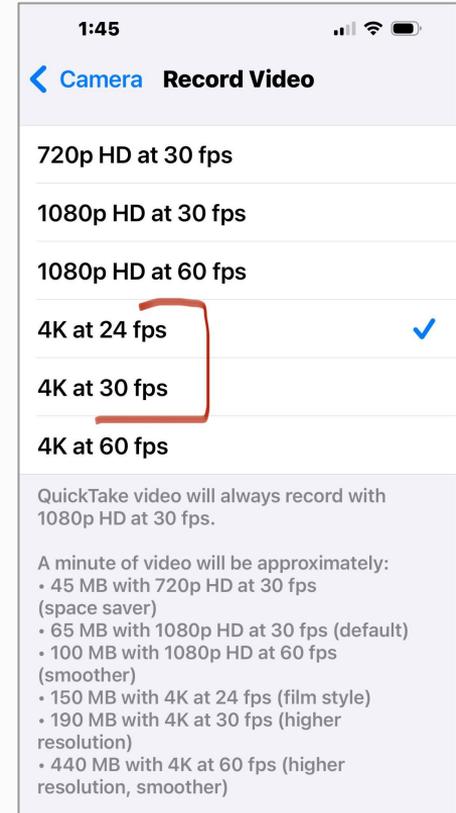
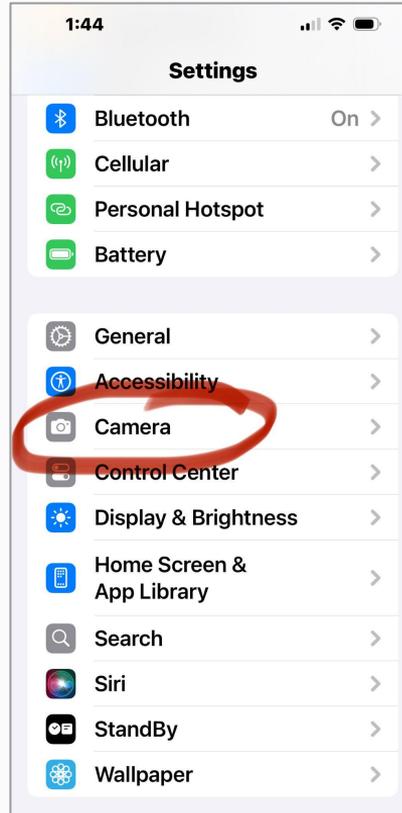


Camera Configuration

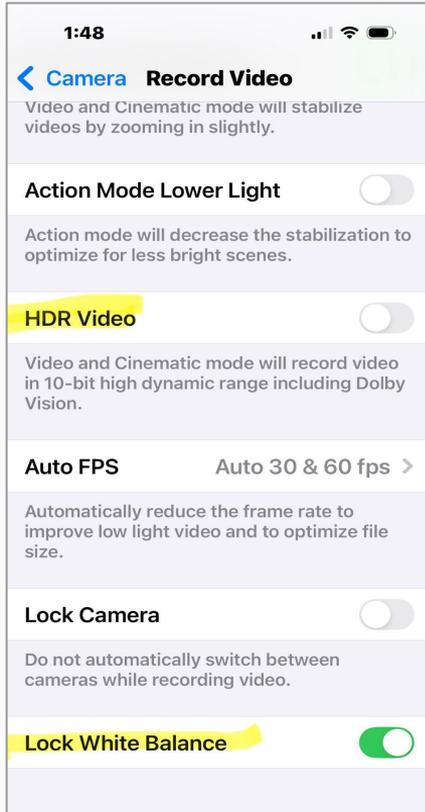


Camera Settings

- Record video in 4K resolution
- 24 or 30 frames per second (FPS)
- 1080P is okay too, but lower resolution



Camera Settings

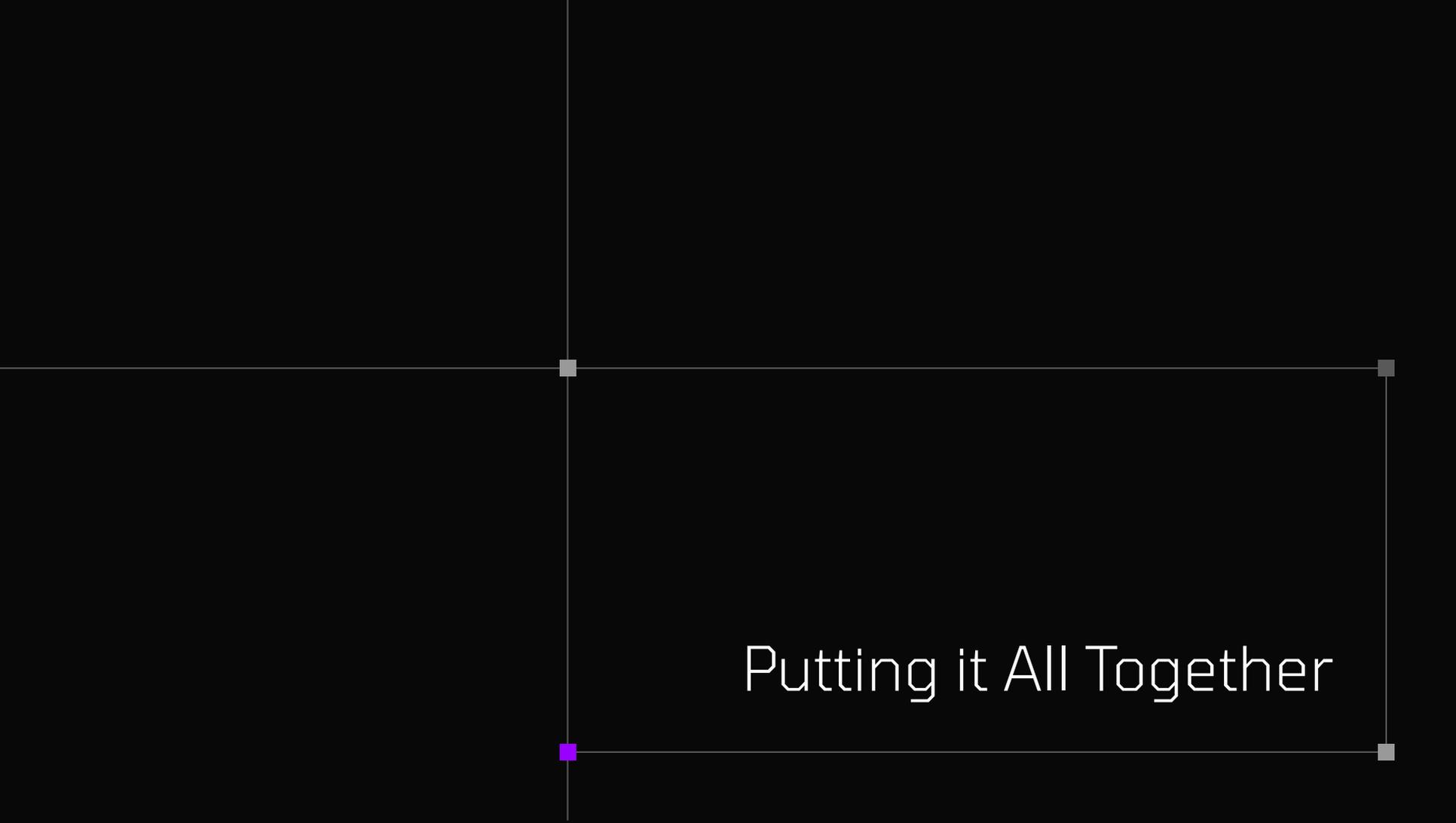


- HDR Video - Off
- Lock White Balance - On

Before you hit record

- Clean camera lens
- Ensure adequate battery power and storage
- Turn off notifications
- Know what you're going to say!
- Practice outloud
- Energy level UP
- Drink water and take a few deep breaths





Putting it All Together

Video Editors

CapCut



iMovie



InShot



VN Video Editor

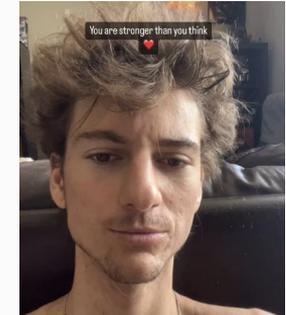
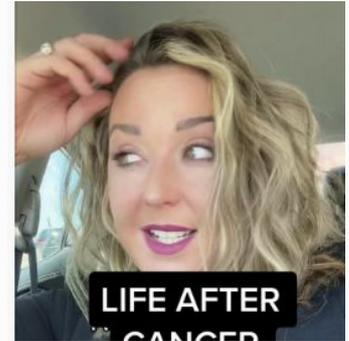
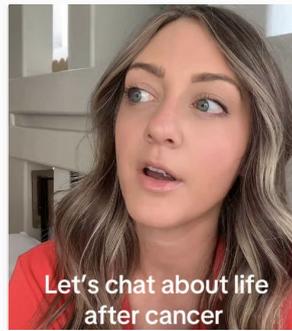


Telling Your Story on Video

Let's Watch a
Few Examples



Telling Their Stories on Video





Questions?



THANK YOU!