

Holland Cooke Media Camera Technique for Radio

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As listener attention and advertiser dollars drift digital, radio broadcasters' tool box gets bigger.

From National Geographic photographer Joel Sartore, in Southwest Airlines' Spirit Magazine:

- Watch your background. "I start by carefully looking at a scene. If the background is terrible, I move."
- Work in the right light. Try to "shoot at the beginning or the end of the day."
- Find the heart. "Leading lines, like a road or a railing, draw the viewer in because they point to the emotional center of the photograph."
- Look all around. Think about your perspective "from a bird's-eye view, a worm's-eye, and from 360 degrees."
- Be prepared. "Know the settings on your camera. When something happens – those dramatic moments take place in an instant – you'll be able to get it."

"But WAIT...there's MORE..."

...from Dan's Camera City (www.danscamera.com):

- Fill the frame. Step closer or zoom to your subject, to eliminate distracting clutter.
- Put heads at the top. When taking photos of people, put their heads toward the top of the image, not in the middle.
- Turn the camera. For pictures of one or two people, the vertical format works best.
- Up, Down and All Around: Instead of taking pictures of kids and pets while standing over them, get down to their level. You'll capture a more flattering image. And try walking-around your subject, for different backgrounds and lighting.
- Use your flash outside. Sunshine often creates undesirable shadows. Using a flash outdoors fills the shadows with light.

Tips for shooting better YouTube videos...

...from Glen Mulcahey, who publishes Mobile and Video Journalism Technology Blog:

- "Look for the most interesting parts of the action and then capture those as the detail/close up shots."
- "Get 1 wide shot, 2 mids, and then 3 close ups."
- "The general rule is either a minimum of 10 seconds or as long as the action requires, particularly if something is entering or leaving the scene."