

Thank you for offering to help Windhorse Publications make videos for our forthcoming fundraising campaign about life-changing books!

Guidance for making videos

Preparation

- **What will you talk about?** Choose a Windhorse book that has had an impact on your life. Have ready a printed copy that you can hold when you are being filmed.
- **Where will you film?** Avoid filming outside, as wind and traffic noise can disrupt sound. We suggest a quiet room with an interesting background (not a blank wall).
- **Who will be involved?** You can film yourself if you like, but if you do, please no hand-held selfies! It might be easiest to ask someone else to film you.
- **What will you say?** Here are some prompts to get you started: When/why did you read this book? Why have you chosen to talk about it? In what way has this book changed your life?
- **How long does the video need to be?** Under two minutes – under one minute is even better! We recommend rehearsing what you are going to say and timing it.

Equipment

- Use the best camera available to you. If you have a digital SLR or video camera that would be great. But recent smartphones are also good for this.
- Stabilise your camera or phone, e.g. with a tripod or even a table. Handheld is too shaky.
- The sound quality needs to be very good. If possible, use an external microphone. We recommend you do a sound test.
- Check that you are well lit, avoiding a silhouette. Natural daylight from a side window is best. Use as much light as possible (open blinds, switch on lights, etc.) Avoid direct sunlight.
- Check that the camera is focused on your face, and that you aren't in the centre of the shot. Use the rule of thirds if you can.

Filming

- Hold up the book during filming so that it can be seen clearly.
- Don't look directly into the camera. If someone else is filming you, ask them to stand or sit just beside the camera so that you can look at them.
- At the start of the video introduce yourself briefly with your name and where you're from. Also give the title and author of the book you've chosen.

After filming

- We're hoping to receive a lot of videos and we won't have time to edit them all, so if your video needs editing (e.g. to bring the length to under two minutes), please do this yourself.
- Send the video file to helen@windhorsepublications.com and jp@jeremypeters.com
- Include the following information with the video file: your name, the name of the person in the video (if it isn't you), where in the world you are, and if you are affiliated with a Triratna (or other) Centre or Sangha. Please also include any Instagram, Twitter or Facebook names.

Thank you so much for your help.