

LIVE STREAM On a Budget

Broadcasting: **LIVE, ON AIR**
Archiving: To Server

Presented by:

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Options

Input Device (Camera/Microphone):

Why do you want to live stream?

- **Community Engagement**
 - **Expectations (you build it and they will come)**
 - **Expectations (you build it; they will expect it)**
- **COVID**
- **MONEY ?**
- **Student hands-on practice, learn a marketable skill, connections, resume**
- **It's fun :)**



ARGYLE

42

ANNA

21

Need \$: Get a Partner/Co-Sponsor

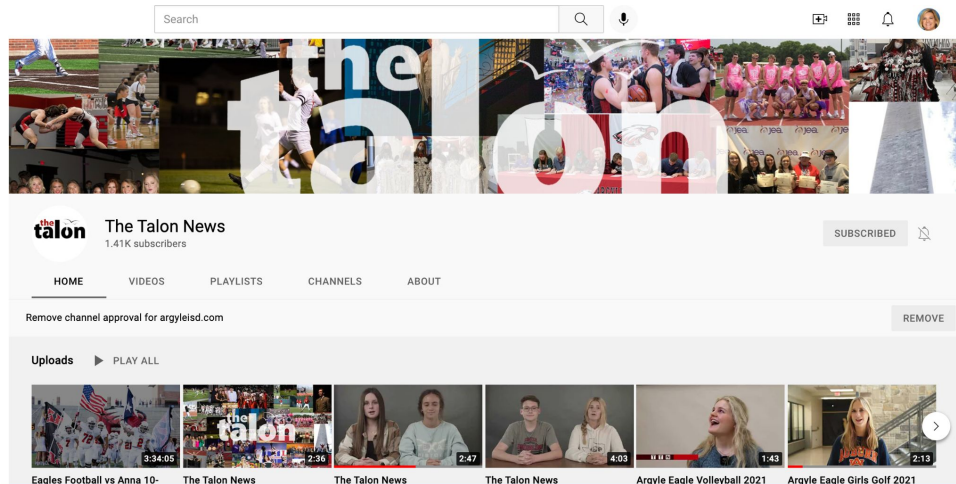
- Athletic Boosters / local radio / IT
 - Corporate
 - Business
 - Make deals (nothing is free)
 - Our first year, we got the camera equipment donated in exchange for showing up and learning
 - We got our names on everything
 - We got a film out of the deal
- Find people that can help you
 - There are lots of technical things
 - You won't know or understand all of it at first, embrace the challenge
 - Dive in with the partners that can help
 - Learn everything you can, so you could do it by yourself if needed

PLATFORMS too many to count

- Vimeo.
- IBM Cloud Video.
- Brightcove.
- Panopto.
- Kaltura.
- Qumu.
- DaCast.
- [MERIDIX](#)
- [YOUTUBE](#)
- Social Streaming
 - [Facebook Live](#)
 - LinkedIn Live
 - YouTube Live
 - Periscope,
 - [Instagram Live.](#)



CREATING your platform/brand



- After you have set up your BRAND, design your front page.
 - Logo up front
 - Links to relevant connections
 - CONNECT TO your main Website
 - DISCLAIMER
 - Copyright

*Everything we stream on YouTube is set to automatically load onto our SNO website in the Video/Broadcast category.

*We TWEET and promote ALMOST everything...

Equipment List

Big Venues - Large Audience

- [For us this is Football...](#)
- Cameras
 - CanonXA45 - \$2100
 - HDMI - \$25
 - Batteries - \$200
 - Game Capture
- Computer, Teredek, Shoulder Mount, I.T. Friends - OBS - Free
- Time to Stream (5-6 hrs)
- Headsets
- Student Created Graphics/Ads - Free



Equipment List - OBS

More Detail

- Computer with OBS
 - Run on Studio Mode
 - Pre-load scenes (start basic and build as you can)
 - Intro/Opening scene
 - Ads/sponsors (each labeled individually)
 - Touchdown graphics (animation or photo, either works)
 - Outro/rolling credits (also preload this into the description info on youtube so it uploads with the final product)

Equipment List - Game Capture

More Detail

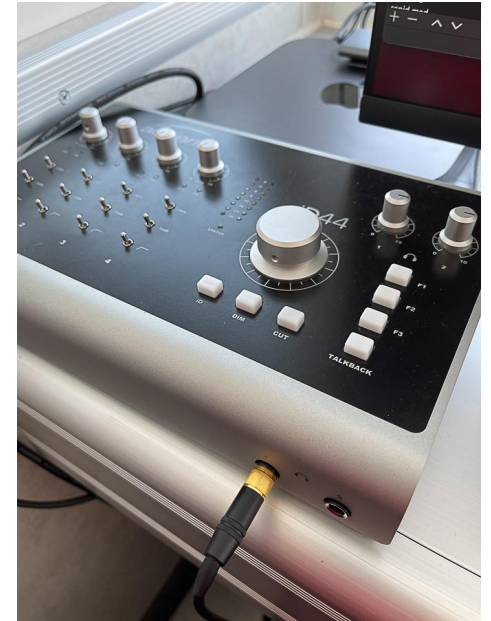


- El Gato Game Capture Devices
 - Connects your camera through the computer and directly links to OBS for output
 - HDMI cable (2)
 - Input to computer from Game Capture
 - Output from camera to device
 - HDMI mini converter (for Canon XA45)

Equipment List - Audio

More Detail

- Football & Basketball: We pair up with our radio team to provide the play by play and color commentary
 - However, we have also done that on our own simply using a audio/headphone that connects directly into the computer, and you just adjust the audio inputs to record simultaneously with the action.



Equipment List - Audio

More Detail



- EQUIPMENT TO PAIR AT FOOTBALL GAMES
 - Audiodesk, xlr to their system
 - Headphones, (to listen to their commentary so we know when to play ads, etc...)
 - Headphone radio system to connect to camera people
- EQUIPMENT TO PAIR AT BASKETBALL
 - HDMI / DONGLE
 - Xlr cable (SIMPLY plugs into their system)



Equipment List

Medium Venues - Medium Audience

- [Basketball](#)
- Cameras
 - CanonXA45 \$2100
 - HDMI - \$25
 - Batteries \$200
 - Game Capture
- Headphones with audio input
- WIFI / Personal Hotspot and/or Direct Internet access (ideal, but we never found venues very helpful with this)



Equipment List

Small Venues - Small Audience

- Or On the fly...
- iPhone - no OBS
 - When equipment fails / no signal
 - SOCCER FAIL, BUT BETTER THAN NOTHING
- BlackMagic InStudio w/OBS
 - Daily Announcements
 - Lights
 - Camera / focus / color
 - Action / anchors
 - Teleprompter



VIDEO IS IMPORTANT!

*We currently have 30 on staff

*Only about 5 actually shoot video

*Reliability if KEY

- LESSON - YOU NEED GOOD, DEDICATED VIDEOGRAPHERS WHO ARE CONSTANTLY HONING THEIR CRAFT
- CONTESTS, PORTFOLIO, PRACTICE, CONSTANT REINFORCEMENT
- SETS UP OPPORTUNITIES FOR PERSONAL GROWTH, NETWORKING, BUSINESS OPTIONS



GRAPHICS ARE IMPORTANT FOR A PROFESSIONAL LOOK

INTROS

- * Either have students create their own
- * Pay for pro animated graphics (\$50)

Operating Costs

- Hosting \$free
- Cameras (Use what you have and have a goal to get better equipment)
- Get sponsors
- Cables
- Game capture device
- Portable table/chair
- Tripods (video mount / phone mount)

Promotions / tweets / links

- Branding and marketing is very important right from the beginning.
- Without a strong logo and marketing strategy in the beginning it will be difficult to make up for your first impression.
- TWEET / FB / INSTA - Every time you post

Starting Out (cont.)

- Use [social media](#) to promote your live streams and photos as well
- Use all your platforms to cover events live with video and photos on [Twitter](#) , [Instagram](#) and [Facebook](#)
- USE royalty free audio, and if it gets flagged, edit and remove the clip (so you can monetize later)

Starting Out (cont.)

- Student photographers/videographers own the rights to their photos so you need release forms that allow your organization to license for all district media (with credits)
- [LINK FOR RELEASE FORM WE USE](#)

Be a Presence

- We travel nearly 6,000 miles per year as a staff. People know when we are at games and they know what to expect from us. When we started out, we set a precedent to wear matching shirts that clearly branded our crew.
- Cover every playoff game. You never know which one will be the last.
- The number one rule in newspaper is **get there early and leave late**. First to arrive, last to leave!



Workflows

- TWEET preset live links (if available)
- Schedule Events, Charge batteries
- Check out cameras on day of event
- Show up early to event
- TWEET THE LINK that you are now live at the venue
- Stream Live
 - focus on technical perfection
 - peak action, highs/lows, faces, perspective
 - Capture the entire event
 - shot variety
- Leave after all the action is gone
- Check your live post and make sure no copyright violations (fix these immediately)
- **ICYM: Tweet galleries again on social media**
- **Make sure you shoot on RAW (if you have two slots, shoot the CF card on RAW and the SD slot on Medium JPG (if you are uploading to social media, send from the SD card))**

When things fall apart...

- **FACT: This will happen!**
 - **Have a system check!**
 - **What can go wrong will.**
 - **This is a lesson in problem solving!**



What can go wrong...

- No scene on OBS
- Crazy Coach
- [Permission from UIL?](#)
- No Wifi
- Camera won't turn on
- Poor connection
- Poor streaming rate
- Missing equipment
- Crew doesn't show up
- Audio not working



Checklist when things fail...

- Restart
- Check all cables, connections
- Check OBS settings
- Delete capture device and re-add
- Restart
- Check wifi / Internet
- LAST RESORT - use phone for live video or clips



FAQ

Q: What kind of camera equipment should we look at purchasing?

A: CANON XA45 will be your bread and butter. Anything short of that and you will struggle to photograph most sports.

A: Canon C70, Blackmagic ??? (We use these also)

A: PHONE cameras for everything else work fine.

USE THE CAMERA YOU HAVE WITH YOU!

Q: What is the time commitment?

A: Upfront, a whole bunch...once you have it figured out, it gets better.

Contact Information

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