The AS-LIVE

As the name suggests, this is similar to a live broadcast, but with the visual added dimension of layering images over it. This has to be edited within a few hours, and out to broadcast for it to be called an "as live".
For me, it has always been the quickest and easiest way to create engaging video.

Essentials:
- ❖ **Make sure you have in your mind a strong intro and outro**
- ❖ **Think of at least four questions**
- ❖ **(always listen to the interviewee and go with flow so be prepared to divert away from your pre-planned questions)**
- ❖ **Get the rushes after the interview as you'll then know what to film**
- ❖ **Use a handheld microphone**
- ❖ **Best duration 1m 15 – 1m 45**
- ❖ **Use forward facing camera, or get someone else to frame it**
- ❖ **Make sure your body language and eye line is directed towards the camera**

1. This is my favourite format as it can be produced very quickly, enabling you to keep your content contemporaneous and fresh.
2. It works best with a presenter with one or two interviewees.
3. Think of the camera as a third person who has approached you at a party. You are talking to your interviewee but you want to include the other person with your body language and eye contact.
4. It is more visually complex than a normal live broadcast, as you are illustrating the conversation by covering what you are talking about with pictures.
5. Don't start covering the presenter/interviewee until you have seen everyone speak, usually at around 30 seconds
6. Memorise your intro and outro and four questions, but go with the flow, they might say something amazing that you miss and don't pick up on. Sometimes the best questions come from responding to something new someone has said.
7. After the interview - get shots, you know what your interviewee has just said, so for example if they mentioned the Christmas tree, get shots of that.
8. Remember it can be still images or video for layering.
9. If you can, use footage out of the context of where you are, ie if it is a charity – ask for permission to use their corporate footage. If you are talking about a person who is not there, ask for a photo of them.

Hi I am Charlotte Winmill from Taunton Dean Council and the staff are meeting today to raise money for the homeless charity Open Door, which is also based here in Taunton. Recent statistics from the charity Shelter show a drop in homelessness in the town this year, but it is still a problem. I am here with organiser Mark Travis to find out why the council want to help.
So Mark, this staff quiz has been running for a number of years is that right?
Why did you choose this charity?
How much are you hoping to raise?
Well thank you for talking to me Mark, and don't forget for more news stories, please follow this page, and don't forget we are also on twitter @TDBC.

What shots do you need?
Wide shot of everyone in the room getting ready to play the quiz
Mid frame shot of the host telling the questions
Close ups of people writing down the answers
Close ups of people enjoying themselves
Close up of the pot where people are donating money

Remember two important things:
1. Over lay the footage in the right place, ie if someone is talking about the homeless put the shots there.
2. Layer the shots in the order you filmed them. For example you would not put everyone entering the room to start the quiz at the end of the As-Live, and the team winning at the beginning.

OUT OF CONTEXT SHOTS
Footage of homeless people, see if the charity has any shots you can use with a search on YouTube or their website. Check if they are happy for you to use it, if they are go to onlinevideoconvertor.com and turn it into an .mp4 file which you can download and use in your edit. OR do a screen record (on other sheet)

FURTHER ENHANCE YOUR AS-LIVE
If you want to further develop this format, include a vox pop or interview. So half way through the interview you could pause and say " we spoke to some of the staff playing the quiz today…., then insert those interviews into the middle of the As-Live.