



VIDEO CONTENT 101

A GUIDE FOR VIDEO CONTENT

Prepared by the City of Los Angeles
Economic & Workforce Development Department (EWDD)

How to tell the City's COVID-19 recovery stories?



COVID-19 Economic Recovery Grants

The COVID-19 global pandemic devastated small businesses in the City of Los Angeles, resulting in a substantial economic decline, particularly in disadvantaged communities.

Since 2021, the City's Economic and Workforce Development Department (EWDD) has administered more than **\$100 million** in grants to help small businesses, families and workers recover from the economic setbacks created by the pandemic.

This video storytelling guide provides instructions to EWDD's BusinessSource, WorkSource and YouthSource Centers on how to film stories to share how COVID-19 grant funding is helping Angelenos bounce back from the pandemic. The videos will be posted across @LAEWDD social media accounts on Instagram, Facebook, Twitter and LinkedIn, along with the EWDD website.

EWDD thanks you for your efforts. If you have any questions, please reach out to the EWDD Communications Team at ewddcomms@lacity.org.

Happy storytelling!

Last Revised: July 2025



Video Tips - Framing and Recording

- Allow for enough headspace between the top of the subject's head and the top of the frame.
- Center the subject off to one side. **Do not** place the subject directly in the center of the frame.
- To meet film and video industry-standards, the subject should be looking at the interviewer, not at the camera.
- Always get b-roll! The more b-roll, the better! Follow up with the interviewee if you need more b-roll content (photos, etc)
- If you film horizontally, use 1920x1080, 24 frames per second
- If you film vertically, use 1080x1920, 24 frames per second



Examples of previous EWDD videos filmed horizontally:

<https://www.youtube.com/user/CDDCLAVideos/videos>

For examples of previous EWDD videos filmed vertically, view EWDD's Instagram (@laewdd)!



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Interview tips: What questions to ask?



What is the best way to structure interviews?

- Before you begin asking the questions, advise the subject to state the question within their answers. For example: If you ask, *"What are the reasons as to why you started your small business?"* Have the subject respond with, *"The reasons as to why I started my small business are"*
- The first question should be to ask the subject to state their name and title. For example: *"Hi my name is Alex Sanches and I am the owner of..."*
- Avoid asking "yes" or "no" questions! Ask questions that will warrant longer, detailed responses.
- In between each question, allow for a pause.
- If your interviewee doesn't provide a concise answer to one of your questions, go back and ask them to clarify further. Listen for interesting sound bites.
- Towards the end of the interview, always ask "Is there anything you would like to add?" Interviewees typically have more things to say and as the interview closes, they become relaxed in their responses. These additional details tend to be the best responses!

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TIPS - Filming interviews on Zoom

In the era of COVID, you can also record video interviews on Zoom! If you can't film the interview in-person, here are some Zoom filming tips:

- Advise the interviewee to be in a **quiet room** when conducting the interview.
- Advise interviewee to have **stable Wi-Fi**. This allows for the audio and video to be clear and useable.
- Make sure the subject is **framed at a flattering angle**.
- Advise the subject to have **good lighting**. Their face should appear clear and bright on the screen.
- Follow the interviewing structure on page 3.

Now you're all set to film!



(Bad lighting vs. Good lighting)



(Bad angle vs. Good angle)



(Film horizontally)

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