Congressional Staff Academy

Video Requirements and Process

Minimum acceptable presentation and recording options:

	Best	Great	Good	Avoid
Room Setup and Ambient Sound	• Direct gaze via teleprompter or memorized lines • Soundproofed room 🟩	• Speaker's gaze is at and near the camera lens (at audience for in person) • No ambient sound 🟥🟪	• Speaker's gaze is somewhat near camera lens (laptop) • Ambient sound undetected by microphone 🟦	• Moving background distractions • Controversial items • Reverb through speakers • Speaker's gaze not near camera lens • Squeaky chair
Microphone Equipment	• Close to speaker's mouth • Pop filter 🟩	• Headset • Shure SM58 or better 🟥🟪	• Logitech c720 built-in or better 🟦	• Built-in laptop microphone • Any smartphone • Positioned away from speaker
Camera Setup	• Eye-level or slightly above to elicit good posture • Subject is in crisp focus • Multiple video angles 🟩	• Eye-level, straight ahead • In-focus • Classroom built-in cameras 🟥🟦🟪	• Near eye-level • In-and out of focus due to camera movement (shaky desk) or subject moving	• At a distracting angle or below-eye level • Constantly moving due to unbalanced surface • Not working when you need it
Camera Equipment	• Canon EOS 80, Sony a500, equivalent or better 🟩	• Back camera on iPhone 9 or newer, or equivalent • HRC or classroom built-ins 🟥🟪	• Logitech c720 or better 🟦	• Built-in laptop camera • Front camera on smartphone
Lighting Setup and Equipment	• Diffused sunlight / studio lighting • 3000+ lumens 🟩	• 20+" diameter ring light, or multiple small lights • Face is lit evenly, no shadows 🟥🟦	• Direct light, some shadows • Small ring light • Can see presenter's eyes 🟪	• Overhead lighting • Light source behind speaker • Inattentive to sun movement • Can't distinguish face or see eyes
Appearance and Performance	• Business-professional clothing • Professionally groomed face and head • Anti-glare skin powder • Performance-ready demeanor 🟩🟥	• Business-casual clothing • Clear-headed, confident, articulate, and high-energy • Using body language to emphasize points 🟦🟪	• Casual clothing • Groomed face and head • Cheerful and upbeat • Staying relatively still to remain in focus • Speaker has good posture	• Unprofessional or inappropriate clothing • Unkempt face and head • Having a bad day and showing it • Breathing loudly or talking softly
Post-Production	• Planned and directed with all post-prod requirements documented and considered 🟩	• Dynamic picture-in-picture • Transitions • Record full-size video of speaker 🟥	• Closed captions (virtual only) • Table of contents • Provide presentations materials 🟦🟪	• Provide no materials • Be unavailable for feedback • Change your mind after recording

What are the business justifications for each media type?

Online Courses and Virtual Presentations:
- Live internet-based content is restricted to medium/low quality by applications (Webex, Zoom)
- Cannot ask business owners to change their appearance for work
- Video production limited to current House-owned technology

Recorded Post-Produced Content:
- More important to get right the first time as the content lives on
- Can perform multiple takes, so performance is inherently different
- Post-production can make the most of multiple angles

In-Person Courses and Presentations:
- Currently limited to HRC or classroom technology
- The House is not a well-lit studio, and viewing from a distance creates challenges for in-person instruction
- ILTs and presentations are not automatically reproduced as CBTs or recordings respectively

CSA Flagship Courses:
- To meet goal of highest-fidelity training products
- Review cutting edge software and spend budget efficiently on hardware upgrades
- All participants must be willing to learn new industry best practices and skills

CHECKLIST Online Courses and Virtual Presentations

Room Setup and Ambient Sound
- o Speaker's gaze is somewhat near camera lens (such as the distance between laptop camera and screen)
- o Ambient sound exists but is undetected by microphone

Microphone equipment
- o Speaker is near microphone and can be picked up consistently
- o Logitech c720 built-in or equivalent or better

Camera Setup
- o Near eye-level
- o In-and out of focus due to camera movement (shaky desk) or subject moving

Camera Equipment
- o Logitech c720 or equivalent or better

Lighting Setup and Equipment
- o Direct light with some shadows
- o Small ring light
- o Can see presenter's eyes

Appearance and Performance
- o Casual clothing with groomed face and head
- o Cheerful and upbeat
- o Staying relatively still to remain in focus
- o Speaker has good posture

Post-Production
- o Provide resources
- o Table of contents, closed captions

CHECKLIST ☑ **Recorded Post-Produced Content**

Room Setup and Ambient Sound
- o Speaker's gaze is at and near the camera lens (at audience for in person)
- o No ambient sound

Microphone equipment
- o Microphone is close to the speaker's mouth and out of frame
- o Headset, Shure SM58 or equivalent or better

Camera Setup
- o Eye-level, straight ahead, subject in focus

Camera Equipment
- o Back camera on iPhone 9 or newer, or equivalent or better

Lighting Setup and Equipment
- o 20+" diameter ring light, or multiple small lights
- o Face is lit evenly, no shadows

Appearance and Performance
- o Business-casual clothing, groomed
- o Clear-headed, confident, articulate, and high-energy
- o Using body language to emphasize points

Post-Production
- o ADMIN: Record full-size video of speaker
- o PRODUCER: Picture-in-picture, transitions, table of contents
- o SPEAKER: Provide script, slideshow, any other materials

Room Setup and Ambient Sound
- Speaker's gaze is at and near the camera lens (at audience for in person)
- No ambient sound

Microphone equipment
- Microphone is close to the speaker's mouth and out of frame
- Headset, Shure SM58 or equivalent or better

Camera Setup and Equipment
- HRC or classroom built-in cameras

Lighting Setup and Equipment
- Classroom or House lighting

Appearance and Performance
- Business-casual clothing, groomed
- Clear-headed, confident, articulate, and high-energy
- Using body language to emphasize points

Post-Production
- SPEAKER: Provide resources
- PRODUCER: Picture-in-picture, transitions, table of contents

CHECKLIST CSA Flagship Courses

Room Setup and Ambient Sound
- Speaker has direct gaze throughout via teleprompter or memorized lines
- Room or area is sound-proofed

Microphone equipment
- Microphone is close to the speaker's mouth and out of frame
- Shure SM58 or equivalent or better

Camera Setup
- Eye-level or slightly above to elicit good posture
- Subject is in crisp focus throughout
- Capture multiple angles (multiple takes or multiple cameras)
- Camera is managed by producer

Camera Equipment
- HRC, Canon EOS 80, Sony a500, equivalent or better

Lighting Setup and Equipment
- Diffused sunlight or studio lighting
- 3000+ lumens on subject
- Surrounding room must be well lit or speaker will be blinded

Appearance and Performance
- Dressed in House-appropriate business-professional clothing
- Professionally groomed face and head
- Anti-glare skin powder or other make-up
- Performance-ready demeanor; Clear-headed, confident, articulate, and high-energy, good posture, using body language to emphasize points

Post-Production
- Planned and directed with all post-prod requirements documented, resources provided
- Picture-in-picture, transitions, table of contents

AVOID

Moving background distractions

Controversial items such as political items or adult content

Computer sound getting picked up by microphone

Speaker's gaze not near enough to camera lens

Inability to distinguish face or see eyes

Squeaky chair, it either squeaks or effects movement

Built-in laptop microphone and phone microphone

Distracting camera angle or below-eye level

Camera constantly moving due to unbalanced surface

Tech not working when you need it

Built-in laptop camera or front camera on smartphone

Light source directly overhead or behind speaker

Being inattentive to sun movement

Unprofessional or inappropriate clothing

Unkempt face and head, hat

Having a bad day and showing it

Muttering or talking softly

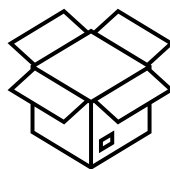**Being unavailable for feedback after the training**

Changing your mind about content after recording

What is **The Kit**?

The Staff Academy will send you the gear you need to present and record at your home office. We'll provide installation directions, tutorials, and support along the way.

Contact: Shawn Miller
shawn.miller@mail.house.gov

The Kit

The Kit includes**:**

- o Camera (specific model)
- o Microphone (specific model)
- o Light (specific model)
- o Additional Items
    - o Pop-filter