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Music & Science Vodcast Guidelines

A vodcast is a short video introduction to your article, which can be linked to from the Table of Contents on SAGE Journals, promoted via Social Media, and shared directly by you with your own networks. It is intended to be an addition to, rather than replacement of, your text abstract.

Think about how you can use the visual format to say something new about your article that will enhance the text abstract, and entice new readers to read your paper!

Points to consider:

- **Your article**– what does it cover, what's new about it?
- **The subject matter** – where is research in this area going, or where would you like to see it going?
- **Audience** – How might your paper be of interest to a layperson, or how might it impact policy or society?

Finally, try and close the video in a way that encourages further reading or interaction. You may like to invite questions on the article via your Twitter or Facebook page (you may even like to suggest a hashtag), or simply encourage readers to move from the vodcast to your article. For more ideas, have a look at this valuable blog post, or this blog from the LSE, or how-to from a scientific videographer.

If you'd like to add PowerPoint slides to your vodcast, or would like more guidance on structure, take a look at the resources available here: http://wesharescience.com/Create-Video-Abstract

Best Practice:

- **Be succinct –** aim to make your video 2-3 minutes long, and no longer than 5 minutes.
- **Make a plan** of the points you'd like to cover before you begin filming. Try not to make your notes too rigid – it will be less engaging for viewers if you are reading directly from prepared text.
- **Take your time!** Speak clearly and slowly, and remember that you can record as many versions as you like until you're happy.
- **Get Permission –** everyone included in your video will need to sign a video release form so that SAGE can use the video online. You'll also need to get permission from the copyright holder for any third party content included in your video, including music, film, or images.

Extra tips to bear in mind

- Choose a neutral, flat, still background with good light and without background noise.
- Make sure you are central in the view finder/screen on the camera and that you are sitting an appropriate distance away so that your upper body fills the screen.
- If you choose to use cue-cards or read from a monitor, place these at eye level behind the camera, so that you can read them whilst maintaining a natural eye-contact with the viewer.
- Speak slowly, and breathe normally when you reach a natural pausing place.
- If possible, use a tripod, or ensure that the camera/recording device is placed on a flat surface to avoid shaking.
- Ask a colleague to start and stop the recording.

Please be aware that the content of the video should not display overt product advertising.

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Technical Guidance:

<u>What you need:</u>

- An internet enabled computer or smartphone,
- a webcam,
- a microphone.

1. If you are recording via a computer, you will need to use your computer's software to record your video. Please find information on using the [Camera app on Windows](), or [Photo Booth or Facetime for Mac]().

2. Before recording, ensure your microphone is connected. Some computers have these built into the webcam or the computer itself, or you can plug a separate one into the 'mic in' socket (look for this symbol).

3. Ensure your webcam is properly connected, and run a quick test if you aren't sure.

4. Before recording your final video, run a quick test with the software you are using. Make any adjustments to the height of the camera, and the volume settings. Check the background – is there anything you'd rather not display to the world, or anything that will be distracting for viewers?

5. Once you're happy, record your vodcast! Make sure you look into the camera throughout, and try to relax so that the recording is natural and engaging.

6. When you've finished recording your video, preview it; you can always record another attempt.

7. Email the vodcast together with the Audio-Visual Release form to both Miriam Hodge at SAGE (Miriam.Hodge@sagepub.co.uk) and Music & Science's Editorial Office (mnseditorial@sagepub.co.uk).

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NEW! **For an example of SAGE Vodcasts in action, see http://spi.sagepub.com/content/36/2.toc**

Theory, Culture & Society are already producing vodcasts, hosted on their website at
http://theoryculturesociety.org/category/video-abstracts/

For some fantastic examples of explaining academic principles in accessible lay terms, take a look at this series from Johns Hopkins University
http://www.hopkinsmedicine.org/institute_basic_biomedical_sciences/news_events/out_of_the_box_videos/

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