

*ECAC-SIDA
Table Topics
Incorporating Video*

*Perry Laskaris
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VIDEO STREAMING (LIVE)

The Basics

Whether it be through CBSsports.com, America One, Live Sports Video or ICS, streaming home events can be made very simple. Sports that already tape their games make the task even easier, as the most basic streaming can be done with either a digital or analog video feed. The most important thing, when it comes to web streaming, is bringing the best possible product to your viewer, while staying within your budget.

Low-End

YouStream and YouTube live are free, web-based avenues that allow you to stream video (with audio) for an unlimited number of viewers. By using a coaches camera (often operated by student workers that are paid by the coaching staff), your cost to broadcast is virtually zero.

Middle of the Road

Improving video quality (by purchasing a higher-end camcorder) and/or adding a play-by-play announcer can turn even the most basic video production into a much more entertaining and informative webcast. Even if the “announcer” duties are limited to giving the score every few minutes, the product is improved significantly.

High-End

Whether you outsource your web casting to a company such as America One, EZStream or SIDEARM or have an in-house production team, you will have more flexibility and ultimately a higher quality final product. Different streaming companies allow for different variables to be changed (free, pay-per-view, season-pass etc.), so make sure you know what each service provides before making your decision.

PRE & POST-GAME INTERVIEWS (TAPED)

The Basics

Shooting a pre and/or post-game interview can add a lot to your overall coverage of any given sport. It brings your audience closer to the action as fans can hear and see coaches and student-athletes talk about an upcoming game or discuss what has just happened. Not only does it benefit those who follow your athletic programs, but it is also great practice for your student-athletes (and even coaches) for public speaking, even if it is only a one-on-one situation outside the locker room.

Low-End

Interviews, at even the lowest level can be very effective if shot correctly. A flip-cam or comparable device can be used to shoot a short interview with a player or coach. The footage can then be easily uploaded to a computer through software included with the camera and uploaded to YouTube and/or your web page.

Middle of the Road

The first step to improving the quality of your web-based video content is the use of video editing software. This doesn't necessarily mean spending money as nearly every desktop or laptop you buy today comes with some form of editing program. Even if it's just adding a title at the beginning of your video, or posting the question you're asking, you will be improving your product.

High-End

The use of a higher-end camcorder as well as top of the line editing software can really add to your pre and post-game interviews. The ability to create “bottom-third” graphics to overlay on your videos as well as the opportunity to splice together multiple interviews gives you a much more professional feel to your work.

*Perry Laskaris • Rensselaer Sports Information • 2012 ECAC-SIDA Table Topics
laskap2@rpi.edu • (work) 518/276-8417 • (cell) 651/308-1065*