

# CREATE YOUR OWN MUSIC VIDEO! USER GUIDE



A 2010 REWARD  
POINT ACTIVITY

# *Make LIFE Happen!*



## **Welcome to ‘How To Create Your Own Music Video’**

Create Your Own Music Video is a new Reward Activity for 2010. This Activity potentially rewards 500 points to participating Members, per month.

Create Your Own Music Video is a fun, exciting way for LIFE Members to further express their passion and joy for making music. For years, LIFE Members have been playing in their communities and sharing their talent at local venues like the Peach Parade, Wal-Mart, Malls, Assisted Living Facilities, Community Centers, Old Country Buffet and other restaurants and more. With all this effort, the LIFE team thought it was time to ‘show off’ our Members talent in a big way.

We want to capture the spirit, camaraderie and humor that are a daily part of our LIFE Members music making experiences for everyone to see and experience for themselves! That’s why we’ve added this new Reward Activity to Reward Points. Create Your Own Music Video is all about expressing yourself and as our new 2010 theme states, this is the Year Of Creativity!

## **Here’s How ‘Create Your Own Music Video’ Works:**

Each month Members are eligible to earn Reward Points for this activity. The activity earns 500 points per month, per participating Member. We ask that you ‘shoot’ your video in Digital format. This is the ideal format because it allows for easier editing. But not to worry, if you do not have this type of camcorder, we will accept whatever format you have.

Videos shot **MUST BE A MINIMUM** of two (2) minutes or longer in length **PER EACH MEMBER**. You are welcome to shoot several Members on one tape, however each Members’ performance must be two (2) minutes or longer in length.

The person shooting the video may claim 500 points for shooting the video, however if they additionally **PERFORM** on the video, they **MAY NOT** claim those points as well. In other words, no ‘double-dipping’. Only one set of points to a customer as they say.

### **This Activity Is Eligible Once A Month, Per Member.**

This means that if your group decides to shoot two or three videos in the month, Members may claim points only ONCE regardless of the number of 'performances'. This additionally means that if the person shooting the videos helps shoot them two or three times, they also may only claim points ONCE per month regardless of the number of performances.

### **Points Are Only Awarded Upon Submission - Do Not Send Multiple Copies**

A video must be submitted for the Member to claim Reward Points. Members do not and SHOULD NOT each submit a copy of the same video. Simply submit the one (1) video, along with a LIST of Members who performed and the Member or Members who shot the video. There is a new Rewards Authorization Form (2010) that lists the 'Create Your Own Music Video' activity. Simply fill out this section on your Rewards Authorization Form once you know the video has been submitted. Members may not claim points for performing, if the video was never submitted.

### **Members May Not Claim Points Per Each Song.**

Three (3) song titles will be chosen every four (4) months. This will give Members enough time to practice if they want, prior to being captured on video. Lowrey will choose new songs and announce them in advance of the next four (4) month period in the LIFEStyle Newsletter. Members may not claim a different set of points during a one month period for each song they perform. In other words, Members cannot claim points for performing 'Imagine' one week and then claim points the following week for performing, 'All You Need Is Love'.

### **Performances Must Be On A Current Lowrey Model.**

Please see the Lowrey website for current models. If you would like to perform on a Lowrey Elite Series, ask your Lowrey Dealer if that may be arranged. In most cases, they will certainly accommodate your request.

### **You Can Shoot Several Performances On One Tape.**

To conserve tape, feel free to shoot several performances on one tape. Please make sure however, that the performances are each at least 2 minutes in length.

### **Video's Should Be Mailed To:**

Lowrey LIFE  
ATTN Frank West  
825 East 26th Street,  
La Grange Park, IL 60526

Lowrey and the LIFE team will edit the video if needed. This may take a period of weeks to months to complete the project. The LIFE team will make every attempt to return your video, however we **cannot guarantee a return**. We suggest making a copy of the video prior to sending it if you want to keep one for yourself.

### **Important Disclaimer: Consent For Lowrey Marketing Use**

Please note, in submitting a video you are giving Lowrey express unwritten permission to use the videotape recordings, performance, Member's images, likeness and/or audio for future use in any marketing efforts on behalf of Lowrey and/or Recreational Music Making. If you do not want your videotape recordings, performance, image, likeness, and/or used to promote Lowrey and/or Recreational Music Making, please do not send in a video or a performance on the video. If the video submitted has several Members on it, all Members must be aware of and consent to the express unwritten permission to use the videotape for future marketing use.



## Tips On Shooting Your Video

This is a really fun project that once you keep in mind a few tips, you'll want to keep shooting all your Members each month. It's a terrific group activity for any Chapter, but also allows for any individual Member to participate as well!

What we're looking for is our Members 'in action' - a chance to see everyone having fun, enjoying the camaraderie of being a LIFE Member and sharing the passion of making music. This is your chance to show off your talent and joy in a big way!

So, before we get into the details of how to shoot your video, think first about the songs you're going to perform or shoot and the performance itself. The goal here is to show Members having fun! So enjoy yourselves, don't worry if you don't hit the right note - just keep playing. We aren't looking for Lowery Artist performances - (Dennis Awe has his own videos!) We're looking to show our Members having a great time making music.

**So, the First rule - Laugh. Enjoy yourself. Don't take it too seriously.**

**Second - Sing along!** The more people singing the better - think what a fun 'compilation' video it will make if everyone is singing the same song and we edit moments of it together. We know it will be great - that's why we're adding this activity. Take some time to learn the lyrics. And keep in mind, it doesn't just have to be the person performing that sings - if you're in a class environment, have the group join in as you play! You'll all feel great and it'll be loads of fun. Don't for a second worry about how you 'sound' or that you think you can't sing. *Lift up your voice, sing from the heart, sing if you think you aren't good, sing from the soul - trust us, you'll thoroughly enjoy the moment.* Remember, it's all about 'Making LIFE Happen!'



## Okay, Now On To The 'Details' Of Shooting A Video.

### Charge Up!

The most important part of shooting a video is making sure the battery is working! If you've ever gotten to a grandchild's event, or gone on a trip and discovered the battery was dead, you'll know what we're talking about. So charge up!

### Lighting

The auto exposure on digital video cameras is generally very good at setting the correct lighting. And most difficult lighting situations should be solved first by changing the position of the camera or the subject - such as not shooting into direct sunlight.

### Audio

Check that you're getting audio. You may have to plug a set of headphones into the camera and check your audio to make sure you're getting an audio feed. It's easy to forget to plug an audio cord into the camera or to properly set the audio level - and wind up with great video but no audio to accompany it. Audio is just as important as getting the images for your video.

Also keep in mind that the camcorder picks up all ambient sound, so if you're talking or others are talking (not singing) then your audio will pick it up and you'll miss the performance.

### **Next, think about ways in which you'd like to 'shoot' this performance.**

It's important to 'mix up' your shots. You don't want to just shoot over the person's shoulder at the keyboard. If you do, you'll miss the joy of their playing on their face.

Move around your 'subject' as they play. Shoot them from over the shoulder or side so you can see their hands on the keyboard, but also circle around to the back of the Lowrey to see your performer head on. Think about using close-ups and medium-range. A few things to keep in mind:

Don't constantly pan from side to side or zoom in and out with the camera - hold your shots and look for the one moment that's really captivating. If you're constantly panning and zooming, the one shot you'll really want to use will lose its impact with all the movement by the camera.

Instead start with a static, wide angle shot, and hold it for 15 seconds.

Then make your move to zoom in or pan, and hold the next static shot for an additional 15 seconds.

Then continue shooting, try to hold each 'moment' for about 15 seconds before panning or zooming to your next shot.



### **If there are others in the room singing along, definitely 'shoot' them as well.**

It won't take away from the performance at all, in fact, it will enhance it. If your group is singing along, a good shot would be to circle your performer from back (keyboard shots) to front (circling the Lowrey so you are behind it) and then picking up all the students singing behind the performer. Either zoom in on them, or walk over and shoot the group as well, circling back over to the performer. We know you'll find some fun, creative ways of shooting your performances.

### **Shoot anywhere.**

It's not necessary that you shoot in the store or in the classroom. You can shoot performances at home, while you're out playing in the community, at a concert, or when you have a big group in like the Red Hat Society. Just make sure you clear it with the location manager, facility or other participants before you start shooting.

### **Get your dealer involved.**

Similarly, if you're going to shoot in the classroom or store, you should get your Dealer's okay first. They may want to participate in helping you shoot your video or might have great tips on shot taking. In fact, they might even want a copy of the video for their store afterwards. They might even have a camcorder that you can borrow and most likely they'll let you 'borrow' one of Lowrey's Elite Series for the shoot.

### **If you have any questions, we're here to help.**

We know you'll have questions, so give us a call, we're here to help. You can reach Dennis and Joyce Kaplan, National LIFE Chapter Presidents at: 1.866.955.5433, or by email at: [chapterpres@lowrey.com](mailto:chapterpres@lowrey.com). Or you can contact National LIFE President, Tom Moeglein at: 1.866.965.5433, or by email at: [lifepres@lowrey.com](mailto:lifepres@lowrey.com)