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WWW.DAYLIGHTSTUDIOSONLINE.COM

Special Issue

Dance Recital Video – Inside, we’ll help you:

- Really, truly, honestly – get a better recital video!
- Learn the secrets that help Daylight Studios make your students and parents happy!
- Learn why your students will gladly pay for our DVD!

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DAYLIGHT STUDIOS NEWSLETTER

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Dance Recital Video – New Video Productions for a New Millennium

Let’s resolve to stop the “Madness of Video Mediocrity” right now. Don’t just “settle for less” anymore in your Dance Recital Video!

By Larry Herrin

Here’s the Problem: All too often, when I tell someone that I produce dance recital video, their response is something like, “Wow, that’s cool – I hope you do a better job than the outfit they got to shoot my kid’s ballet recital. You know what? I think ANY-ONE could do a much better job than they did! And they didn’t even

offer DVDs!”

Ouch.

I feel your pain. That’s a cliché, but there’s a reason for clichés.

Like you, I’ve also seen my share of, shall we say, “weak” video productions. The sort of tapes that typically featured fuzzy, out of focus shots; sound that is muffled, “echoing”, not loud

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Peace to those dance studio directors in search of better Dance Recital Video. Your quest is at an end.

Financing the Production: Creative Methods for Creative People

By Larry Herrin

If you watch the demo DVD that we’ve probably included with this newsletter, then you know how much Daylight Stu-

dios loves the creative side of Dance Recital video production. But there’s always that part about us having to get paid enough to make

your production look and sound so good. The good news? There are many creative ways to do this, and one of them is sure

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“Safety Shot” Explained

The “safety shot” in a dance recital video is a very necessary wide shot a videographer gets in order to make sure to have at least SOME kind of video coverage in case of an equipment failure.

As an editor, it’s the kind of shot I would also need if I’m going to be intercutting among two or three cameras, and happen to have no good shot on the other camera(s) for several seconds.

It’s also used in our split-screen shot (see bottom of photo at right). That shot also covers me if another camera fails during a performance and I’ve got to haul out a backup camera and get it going (these things happen!).

But that shouldn’t take an HOUR – unless, as in the story at right, these guys didn’t HAVE a backup camera....

Your Recital Video Provider Search is Over!

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enough, or out of sync with the picture; confusing editing decisions and/or distracting special effects.

There was even one where the first half-hour or so was great, cutting and dissolving back and forth between two cameras. The coverage was good and the editing was professional. And then, suddenly, it was like the second cameraperson must have decided to take a permanent smoke break. Now there was only one static, unmoving, continuous, very wide shot (in order to capture the entire stage) for the rest of the tape – nearly a solid HOUR (see sidebar story at left). No faces were ever discernible. Even the kids who were IN the recital couldn’t tell for sure who was represented by each of the small, brightly colored blobs on their TV screen.

If It Was Easy, Anybody Could Do It

To be fair, I must point out that Stage Production Video is technically a very difficult task to complete successfully. And even if technically well done, it can be a difficult business in which to make a decent profit. Consider these challenges:

Tight profit margins often result in too many corners being cut in order to reduce the expense and time invested in a project.

You have to know what you’re doing and get it right the first time (not many chances for “do-overs” in this business!).

You’ve got to have all your tasks “systematized” for efficiency, while at the same time not sacrificing creativity.

You have to invest in quality production gear and “backup” production gear, and pay to keep it all well maintained.

You really have to love the process of video production.

You have to be able to charge a sufficient amount of money to make it worth your time to keep doing it.

But enough of my whining! This marketplace reality is *not your problem* – like I said, it’s a challenge – *It’s MY challenge!* And I welcome it! You and your students deserve to receive a quality video production, and it’s our responsi-



The Split-screen effect in action!

Your Recital Video Provider Search is Over! (from page 2)

bility at Daylight Studios to make that happen for you.

What Makes Us Any Different?

How can we help you get a great video production after you’ve seen all these other production companies make promises and fail to deliver? Let’s see:

We Care About Great Video! We will not take on a project unless

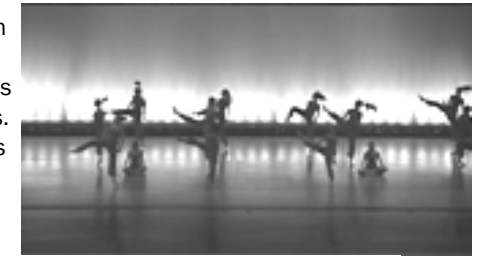
we are confident we can produce a quality show that will be a pleasure, not

a pain, to watch. With dance recitals, our split-screen effect has received many kudos. The advantage: It lets family get close enough to see their dancers’ faces, and at the same time lets the instructors see the entire stage performance at once. We’ll show you examples with and without the split screen – you can decide for yourself.

We Care About Great Audio! We know audio quality is just as important as video, and we take special care to ensure we can reproduce (and sometimes even improve upon!) the kind of sound quality that you heard live at the venue!

A Video Marketing Plan: We provide customized ad posters (with wording reviewed and pre-approved by you) well

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Dancers kick it in Heritage!

“...We can reproduce (and sometimes even improve upon!) the kind of sound quality that you heard live at the venue!”

Financing the Production: Creative Methods for Creative People

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to be perfect for your studio’s situation.

Space is short, so here’s a short list. We can show you all the numbers when we talk in person.

Use DVD as Fundraiser: Dance studio pays us a fixed fee for services and a fixed number of DVDs. If the dance studio sells more than a certain number of copies, then the dance studio keeps extra

revenue. Requires an active marketing effort by the dance studio to be successful for them.

Daylight Studios Turnkey Production: We handle all aspects except initial round of distribution of

DVDs. No revenue participation by the studio.

Other Arrangements: We have other options we can lay out for you as we learn about your particular recital. Call us at 561-212-8897.

Your Recital Video Search is Over!*(Continued from page 3)*

reviewed and pre-approved by you) well in advance of the production. These will be mounted in your studio lobby, as well as at the venue the day of the performance. We will provide advance flyers to send home with your students informing parents of the details regarding the DVD's contents, availability and ordering details. Order forms will be provided for pre-ordering distribution at your studio, and a sales table will be manned at the venue before, during and after the recitals. Order forms for your videos will also be available for download anytime. Just visit our website at www.daylightstudiosonline.com for details.

A Preview Video: In certain cases, we can make arrangements to produce a short music video using footage we shoot at the rehearsals. This "Preview" is edited on a quick-turnaround basis (often less than 24 hours) and is shown in a continuous loop at the sales table at the venue on recital day. This marketing tool, along with the advent of delivery on DVD, has proven to increase our sales between 20 and 35 percent per show over the previous year. This music video is included as a "special feature" on the DVD.

We Know Digital Versatile Disc (DVD): We feel strongly that DVD is the only appropriate medium for distribution anymore. It is a fact that DVD picture quality is vastly superior to that of VHS videotape.

With DVD, there are no more endless minutes of wasted time spent fast-forwarding or rewinding to the exact dance you wanted to see. Our DVD's scene selection menu allows you to begin viewing the dance you want to see within a couple of seconds.

Consumer acceptance of DVD has skyrocketed at a faster rate than any consumer video or audio distribu-

tion medium in history. DVD players are now in almost 70 million American homes

A decent set-top DVD player is so cheap now (\$30-\$50), we've had a number of customers who have bought a DVD player just to view our DVD!

When we talk, ask us to tell you the story of what happened with one dance studio that had never given their students the option of DVD until last summer's annual recitals, when we stepped in. According to the owner, their students "had never expressed an interest" in DVDs. Wait 'til you hear what happened!

Customer Satisfaction a Priority

We communicate. We don't try to pretend that the world is a perfect place, and that everything always goes according to plan. We try to plan for what to do if something goes wrong, and

we keep you and your students informed of any new development or unanticipated challenge. We try our best to underpromise and over-deliver in our dealings – we've found it keeps everyone happier.

So take a look at the demo video on www.daylightstudiosonline.com anytime, 24 hours a day, 7 days a week.

Then let's discuss how Daylight Studios can take your next recital video to the next level with professional production values and the quality and versatility of DVD! You don't have to wait. Send us e-mail at larry@daylightstudiosonline.com, or call **561-212-8897**, and we'll be happy to talk. **Call now!**

"Our DVD's scene selection menu allows you to begin viewing the dance you want to see within a couple of seconds."

