



I'M A CHEF, NOT AN ACTOR-HOW DO I MAKE AND DISTRIBUTE MY VIDEO?!?

Making and distributing a video is easier than ever, thanks to new technologies. Follow these easy steps to get your video up on the web and to start promoting yourself on the internet! Go to www.firestonediscoveries.com or see the other side of this sheet for more information.



1. **What Are We Looking For?** The top three chefs, who will be invited to Firestone Winery for our Cook Off, will be selected based on the number of views of their video on YouTube. You'll be telling your friends, posting it on your blog, Facebook page etc. , but if you want to get some viral action going on the web, your video needs to snappy and fun. No bad language or behavior, of course, but let us know who you are and why you're the right person to go on this trip of a lifetime!

2. **Camera:** The choices are endless. An easy solution is the Flip: under \$100, and you simply plug it in to your computer when you're ready to edit.



3. **Shooting Your Video:** Remember, your video must be no more than one minute long. Work out your script in advance; what do you want to tell us? What do you want to show us? The more you can block out ahead of time, the less editing you'll have to do later. Have a friend be your cameraperson; use a tripod if you have one. Make sure you have enough light, check your sound, hit your marks and fire away!



4. **Editing:** Again, lots to choose from. If you use a PC, you should have Windows Movie Maker. If not, you can download it from here: <http://www.microsoft.com/windowsxp/downloads/updates/moviemaker2.mspx>. If you're using a Mac, you have iMovie on your machine. Both programs are very intuitive and easy to use, even if you're doing it for the first time. Keep it simple. A title, some quick transitions from scene to scene (not too many-it will make the video choppy and hard to watch), maybe some music...all these will dress up your video. But remember: sometimes less is more. It's all about you, not the special effects. When you're satisfied with your work of art, save it as either a WMV file (Windows) or MOV file (Mac), to a place on your computer where you can easily access it.

5. **Uploading:** You will upload your video on our site, www.firestonediscoveries.com. Click on "Chef Challenge", then "Upload Your Video". You'll need to fill out some basic contact information about yourself, then click the "Browse" button to find your video on your computer. Once you've found it, double click on the file and the file information will appear in the Upload Video window. Now all you need to do is click the Submit button at the bottom of the page!

6. **Promoting:** You will need to tell the world about your video in order to get the most views. Tell your customers, email everyone you can think of, blog about it (go to Blogger.com to start a blog if you don't have one), get your Facebook and Twitter on (it's easy to start these pages if you don't have them already). Be sure to always put the link to your specific YouTube video page in everything you do. You should tag your videos with words that people are likely to search for (go to YouTube for more information).

7. **Questions? We're here for you: info@foleyfamilywines.com**

That's all there is to it. We will review your video and then upload it to YouTube. You can see your video and how many views it's getting at www.youtube.com/firestonevineyards or on the Chef Challenge page at www.firestonediscoveries.com.