



**Getting Started:
Equipment Suggestions for
New Media Production**

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Kerry Shearer, Sacramento County Public Health – March, 2009 (Prices from BHPhotoVideo.com)




Video Cameras (DV format)

There are many video cameras out there. I tend to stick with Sony and Canon. These use DV tape. DV tape is cheap and easy to store. Hard drive or flash-drive camcorders are more expensive and require religious adherence to RAID drives and double-backups so you don't lose your footage.

Show Me!	Make/Model/Description	Kerry's Komments	Street Price
	Sony HVR-A1U HD/SD DV format video camera	Very compact but still has professional audio connectors (XLR). Stunning HD quality.	\$1,900
	Sony DSR-PD170 SD DV format video camera	Standard definition only, but a proven workhorse. Comes with wide-angle lens too. Excellent quality.	\$2,500
	Canon XH-A1 HD/SD DV format video camera	High-definition camcorder. Outstanding quality. Only slightly bigger than the Sony PD-170.	\$2,999



Wireless Microphones

A wireless lavalier microphone with windscreen is the best way to mike talent for interviews. The dual channel/dual mike unit is a good choice if you plan to have two people on camera at once.

Show Me!	Make/Model/Description	Kerry's Komments	Street Price
	Azden 305LT Wireless microphone beltpack system	Very good quality; 188 selectable frequencies.	\$399
	Sony UWP-V1 Wireless microphone beltpack system	Great quality; robust metal chassis.	\$499
	Azden 325ULT Dual channel, 2- transmitter, wireless microphone beltpack system	Record two people at once. This includes two lavalier transmitters and a two-channel receiver.	\$799

Tripods





There are many tripods available. The key to smooth video is having a decent fluid head. Bogen/Manfrotto represents a great combination of quality and value.

Show Me!	Make/Model/Description	Kerry's Komments	Street Price
	Manfrotto 055XPROB Fluid head tripod	Good choice for general use (501HDV fluid head).	\$342
	Manfrotto 055XWNB Fluid head tripod	Same tripod as above but upgraded fluid head (503HDV).	\$520






Lighting

For hit-and-run interviews at events, a good top-of-camera light is valuable to throw a little light on the interviewees' face. The latest development is LED lights. The Litepanels has an adjustable intensity control.



For studio work, three-point lighting is best. Use a softbox as the "key" light to illuminate talent. Use the other lights as "fill" light (side) and "back" lights. Lowell makes a wide array of portable lighting kits at economical prices.

Show Me!	Make/Model/Description	Kerry's Komments	Street Price
	Litepanels LPMicro Top-of-camera light for close-up interviews	An LED light! Runs a long time on AA batteries. Adjustable intensity. Comes with filters.	\$295
	Bescor LED-35 Top-of-camera light for close-up interviews	Battery-operated LED light. This is a newcomer trying to undercut Litepanels. No dimmer control. Fewer LEDs.	\$159
	Lowell Rifa-Lite Softbox light	Good basic soft lighting.	\$409
	Lowell Tota/Omni 44 Three-light kit	Three-light kit; one's a "softbox."	\$989



Video Editing Software

Show Me!	Make/Model/Description	Kerry's Komments	Street Price
	Adobe Premiere Pro Elements 7 Video Editing for PC	Very capable "light" version of Adobe Premiere Pro for PC.	\$99
	Apple Final Cut Express Video Editing for Mac	Very capable "light" version of Apple Final Cut Pro	\$150
	Adobe Premiere Pro Video Editing for PC/Mac	Full-featured video editing.	\$600
	Apple Final Cut Studio 2 Video Editing for Mac	Full-featured video editing	\$1,099
	Adobe CS4 Production Premium Complete video, audio, photo and effects suite for PC and Mac	This is the way to go. Includes Premiere Pro, Photoshop, After Effects, Flash, Illustrator, Soundbooth.	\$1,599

Portable Digital MP3 Audio Recorders

Show Me!	Make/Model/Description	Kerry's Komments	Street Price
	Zoom H2 Digital audio recorder	Broadcast quality. Use built-in stereo microphone or use line-in to record from another source. Record direct to MP3. Uses an SD memory card.	\$169
	Marantz PMD620 Digital audio recorder	Broadcast quality; similar features to above; more robust case.	\$399 (Before \$100 rebate available through March 31, 2009)

Podcast Starter Packages (From www.BSWUSA.com)

Show Me!	Make/Model/Description	Kerry's Komments	Street Price
	<ul style="list-style-type: none"> -Alesis MultiMix8 -AudioTechnica AT2020 -Atlas Desk Stand -ProCo XLR cable 	<p>Broadcast quality. Use built-in stereo microphone or use line-in to record from another source. Record direct to MP3. Uses an SD memory card.</p>	<p>\$249</p>
	<ul style="list-style-type: none"> -Alesis MultiMix8 -AudioTechnica AT2020 -Sony 7502 headphones -Atlas Desk Stand -ProCo XLR cable -SoundForge editing software 	<p>Broadcast quality; similar features to above; more robust case.</p>	<p>\$369</p>