

## **FAQ: HIRING A VIDEOGRAPHER**

### **WHAT INFORMATION SHOULD I HAVE READY BEFORE I CONTACT A POTENTIAL VIDEOGRAPHER?**

Most importantly, have a budget in mind, and a deadline. With that information, you should be able to figure out with the videographer how many hours of shooting with how many cameras will be necessary, what sort of editing will be required, and other details.

One of the videographers on the list recommends having the following information: “In a couple sentences, what do you want this film/video to communicate? What’s the story? Who is your audience for this video/film?”

### **WHO IS THE AUDIENCE?**

You should have an idea of what you would like the end product to look like, and where you plan on showing it – online, in a theater, at event, for television broadcast, or some combination. Is it documentation you’ll use for grant applications? Is it a polished video you’ll show potential funders? These factors will affect the cost and scope of the job.