



Dear Custodian Members

"I wanted to give you a couple of examples of what we could do together and in partnership. I received, content from a hunt this past weekend and here are three links to what I ginned up. It's nothing special - but all three have messages. These are the kind of messages we can start delivering consistently.

https://www.dropbox.com/s/839hb06avzvqw13/Africa_Stones_Final%231.1.mp4?dl=0

https://www.dropbox.com/s/f5buo7zxxwqxbtw/Africa_Stones_Final%232.mp4?dl=0

https://www.dropbox.com/s/gruyxw1fdiwu2f3/Africa_Stones_Final%233.mp4?dl=0

The content is only as good as what I get sent. So, let me give you a couple of tips:

Always shoot video horizontally. I can work with vertical, but it is just so much better horizontal.

- Set your video settings on your phone for as high a resolution as possible. The latest iPhones and Androids can video in 1080 or 4K (this is ideal), and 24fps (which is even better). You can do this by going to camera in your settings.
- If in your content, you talk about something. For example, Paul talked about windmills, be sure to capture a little video of the windmill / object you describe/discuss. This is easy B-roll footage.
- Wind kills audio. Just beware.
- In terms of content - the more diverse the content the better. Here are some examples: anti-poaching, habitat management, meat utilization, cool items that you come across while hunting, family heritage, the instances where you do not take a shot, long days afield without killing anything. All the things we don't show any one.
- We will take video clips (see directions below), photos, and yes, I'll do voice-overs when I need to.

I'll be honest with you whether I can use the footage or not. Thank you again for the opportunity and I look forward to getting your feedback. Ideally, I would like to push this out on Monday or Tuesday this coming week to keep to the theme of the "here and now".

Look forward to this journey!

Kind regards

Robbie