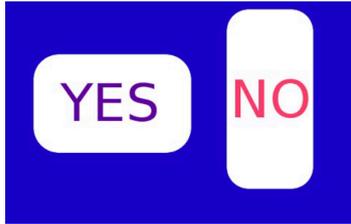


How To Shoot a “CALL OUT”

Technical

This is so important that we’re talking about it first. It is absolutely VITAL that you get these right. Otherwise, we can’t use it and you’ll need to re-shoot it:

1. Hold your phone in LANDSCAPE mode. That is, hold it so the longer dimension of your phone is horizontal (i.e. parallel to the ground).



2. If you have a tripod mount for your phone, use it. If not, hold it as steady as you can.

3. Shoot in a well lit space - either a garage with your car in the background, or some other location where your face is clearly visible.

4. Make sure it’s QUIET. We mean that - audio can make or break you. If you’re in your garage, make sure your compressor is shut off, no fans are running, nothing. And we mean NOTHING. If you’re outside, make sure there’s no breeze. If you’re not a professional, this is easy to miss.

5. Make sure you’re reasonably close to your phone so your audio is as clear as it can be. Best quality is 2-3 feet away from your phone. In a quiet environment, you can be as far away as 6 feet, but audio drops off exponentially - you’ll be considerably noisier at 6 feet than 3 feet.

6. If you’re having problem getting a clean video shot with all the things you want to say in one take don’t worry shoot each statement individually. Make sure you’re in the same spot and nothing has changed in the background. If you want to move around to support a statement make sure you end your statement and then move to area you are talking about or depicting. Example: If you want to say the only thing your opponents are going to see is your taillights. Finish the statement leading up to it, stop recording and move to the back of the car and say your taillight statement.

Content

We want these to be fun, if not a bit rude, but there are limits. No F bombs, please. Words like, “ass,” “balls,” “sack,” “loser” are ok; just keep the swearing to a minimum. The point is to let the racers coming to your home track know that your ready to take them on. We want these to be creative. Spend a little time coming up with a clever idea.

Always start off with your name, your car’s name, a VERY short list of where they might have seen you before or group you’re in, and then say, “...and this is my call out to..(racers name)

Then get into your taunting. In the middle, include the dates of the event and the track name, (example, I’ll be at Toronto Motorsports Park August tenth and eleventh) Finish with a good one liner.