



JUNE 2022

IOV Focus Newsletter

Promoting professionalism in video production



Harlow Playhouse (Zulqar Cheema)

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ABOUT THE IOV

Established in 1984, the Institute of Videography is a not for profit company whose objective is to raise standards and promote professionalism in videography.

WWW.IOV.UK



NOTES FROM THE CHAIR

David Hunter

It's hard to believe that we're halfway through 2022. At this time of year I can never hear the phrase mid-summer night without thinking of that famous Shakespeare school study play of the same name. I must confess that it's been so many years since I studied it (or perhaps more likely, didn't study it and barely read it) that I can't remember what the story was about. That led me to think about one of our primary roles as videographers – to tell stories. In my view, good videography isn't measured in terms of sharp or soft focus, shot composition, key lighting, stunning graphics, pristine sound or awesome special effects.



Yes, all these can signal to the viewer that our film is technically excellent, but does it convey emotion – does it bring a lump to their throat or make their blood boil? Do they split their sides laughing?

Perhaps it touches all the emotions or maybe the viewer dozes off after the first couple of minutes. If the latter happens, then we've failed to produce an engaging, informative and entertaining piece.

One of the proven storytelling techniques that helps to keep the viewer engaged, is to continually raise questions which the viewer wants answered and keeps them watching to have their curiosity satisfied. Often this is delivered by your film's content but sometimes you need to engineer these questions during your edit.

If you've managed to read to this point I've succeeded as a writer, if not, I need to do better next month!



The IOV Arbitration Service

This is the first of two articles about our Arbitration Service. Here I will outline what the service is and why we have it, as well as how you can access it if/when the need arises. In a subsequent newsletter I will go into detail about typical scenarios that might give rise to disagreement between client and producer, and give some tips about avoiding such situations as far as possible, and handling them once a dispute is running.

Our Arbitration Service is a unique free benefit for our members. Essentially it is a key part of our commitment to professionalism in video production. We expect our members to deliver high standards both in terms of production values and customer care, and we also aim to support them against spurious or unfair complaints.

On signing up as members we all commit to the intervention of the arbitration service if there is a dispute that cannot be settled between producer and client. This will involve discussions with the parties as well as viewing relevant documents, particularly a contract between the parties and any associated communications that may have varied that contract.

arbitrate (v.)

1580s, "act as an umpire, mediate, decide, determine, give an authoritative decision," from Latin *arbitratus*, past participle of *arbitrari* "be of an opinion, give a decision," from *arbiter* "a judge, umpire, mediator" (see *arbiter*). Meaning "act as an arbitrator" is from 1610s. Related: *Arbitrated*; *arbitrating*; *arbitrable* (1530s). The earlier verb form was *arbitren* "decide a dispute by arbitration"

<https://www.etymonline.com/>

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On occasions it may involve viewing the disputed final product where there is a complaint about the work or the media on which it is delivered.

Our Arbitration Officer in the past as now will have had formal training and also has expertise in the specialist field of video production.

This awareness matters. Video production involves an extraordinary range of skills, both technical and interpersonal, the more so when our member is a one-man-band, responsible for finding the work, setting up agreements and consents, camerawork, lighting, sound, editing and post production generally, and finally signing off with the client! And that's just one production! The overall workload has to be managed and within that meeting deadlines. It is obvious that our profession can be demanding and at times stressful, both physically and mentally.




The intention of the process is to arrive at a fair and balanced outcome which all the parties can accept. The Arbitrator may impose some penalties or conditions, and if it is our Member who is dissatisfied there can be an appeal to the whole Executive to decide whether that judgement was reasonable in all the circumstances.

All the parties' legal rights remain in place, although the point of arbitration (sometimes known as Alternative Dispute Resolution or ADR), is to avoid the expense and delay associated with court action.

Bear in mind also that the service can be informal and advisory, i.e. talking over a situation which you as a producer can see starting to become contentious with your client.

Members can take up the service on a confidential basis by speaking to **Tony Manning** on **07960 719520** or via email at **arbitration@iov.co.uk**.



Tony Manning is the former chair of the IOV and the IOV Arbitration officer.





JUNE ZOOM MEETING

Rent or Buy?

That's the discussion topic of this month's member's Zoom.

It's an important decision and one that can have long term financial implications.

No, we're not talking homes - we'll be discussing ways to acquire the videographers essential tool - editing software.

Join us at 19:30 on Tuesday 28th June using the link below and maybe pick up some money saving tips to see if you can improve your bottom line.

Join Zoom Meeting

[https://us02web.zoom.us/j/83157133663?](https://us02web.zoom.us/j/83157133663?pwd=SC9PNk9zMWJqUC9wSStxazh0YzZjUT09)

pwd=SC9PNk9zMWJqUC9wSStxazh0YzZjUT09

Meeting ID: 831 5713 3663

Passcode: 199910

WE ARE LOOKING FOR YOUR CONTRIBUTIONS

Your contributions can make these monthly newsletters engaging and informative to both members and eventually non-members.

If you have any video related articles you would like to share please contact the IOV Executive. Anything from technical advice to BTS shots of recent productions will be considered and there will be a reward for any articles published so join in and share.

CONTACT THE IOV

You can contact the Institute Of Videography at WWW.IOV.UK