



Stock Up on Stock Footage

Stocks may be down right now, but you can stock up on stock footage. Stock footage is a necessity in the realm of video. You may create your own footage, but every now and then you need a shot that you haven't actually filmed yourself. Stock footage that you use in your own productions should be royalty-free so that you won't get into any copyright trouble. It can get pretty pricey! That's why I stock up on freebies. There are weekly and monthly freebies out on the web; clips that I eventually will get to use in a video production. Let me show you where you can find these and stock up on other ideas as well.

One of my latest offerings would not have been possible if it were not for stock footage. I used a lot of clips that I had acquired free on certain sites for such a time as this. I have never been to New York, let alone to the Statue of Liberty. So thanks to royalty-free stock footage I was able to create this video. It is a patriotic video in the same vein as my "Freedom is not Free" video which at one time was a #2 video on Sermonspice. I think one reason that it did well is that besides the history lesson and patriotic appreciation there is also a spiritual message at the end. This new video does the same. It parallels the symbolism behind the Statue of Liberty with the good news of the Bible. You can see it here: <http://www.sermonspice.com/videos/25787/liberty>.

I also was able to use some of my freely acquired stock footage on a recent edit I did for my father-in-law's training seminars- <http://www.motivematters.com>. This new 15 min. DVD was needed to be an overview of what they offer in their relationship seminars, as well as some clips from live footage they had. I was strapped for time and

I was leaving for a trip, so I loaded some things on my laptop to be able to edit there. Instead of going to all of my stock footage libraries on external hard drives, I loaded the new freebies onto my flash drive, and hoped that I could make good use of them in the video. Turns out, that during the parts of the video that were music and text, my freebies fit perfectly behind the content, fitting the theme and message of each portion of text to a tee.

Well let me tell you where I got these royalty-free clips. I have been checking these sites for a while now, where each week a new HD freebie is given away. One is <http://www.pond5.com/Free-Stock-Footage>. They usually have really good clips, real video, that they give away. The other that is available weekly is <http://www.revostock.com/Freebie-Empty.html>. They too offer some great clips. At times they are motion graphics which I take or pass on. Churches like to hear the word "free". It is a great word! Both of these sites offer clips to buy that won't break your budget if you absolutely need something in a hurry that you cannot possibly shoot. For example, when I needed some footage of sheep for a

video on Psalm 23- <http://sermonspice.com/product/23826/psalm-23>
--defined I bought it from revostock.com.

Don't let HD scare you when downloading free videos. Maybe you have not transitioned yet into the realm of HD. That does not mean that you cannot use these clips. You can use these and they will just be larger on your screen. You can scale them to size or put some motion on them. Once they render out on your video, they will be standard in size.

Free stock footage from two sites once a week is not bad at all. Another site offers a quality giveaway once a month. <http://www.istockphoto.com/video.php>. You can click on free video of the month. The site is usually offering HD clips as well. I noticed there recently that if you missed the few months before they are still being given away. Right underneath the free clip preview it says, "More free stock videos". Go on out there and snag 'em before they are gone.

Have you had something advertised as free, but then you had to pay something for it? "Well, it's free, but not completely free." I know that goes against everything that the very word "free" stands for, but this next link is sort of like that: <http://www.footagefirm.com/footage/freefootagedvds7.htm>. The catch is you have to pay shipping on these DVD collections. But think about it. When you could be paying over \$100 for one 7-second clip as a themed collection on DVD for \$8 shipping is not a bad deal at all!

Another place I have found and used is New Dog Digital- <http://www.newdogdigital.com/>. I mentioned them in my article called "Sound Advice" (http://www.christianvideomag.com/cv2008_10/cv2008_10gregoryfish.pdf) for their production music libraries at such affordable prices. Their HD stock footage DVD collections 1-3 are only \$5 each, and about \$3 shipping. They also have lower thirds, transitions, and animation graphics for sale. I just ordered from them what they call the 10 Gig Collection which has over 10 gigs of various media, for only \$10.

Stock footage is useful. That is obvious. It is really expensive. But when you go digging you can find some incredible deals. Don't let low stocks discourage you from getting creative with video. It's time to stock up on stock footage.

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