



## NSCA TV Guidelines

NSCA TV was created to serve as a communications hub for the NSCA community and the worldwide strength and conditioning industry. To that end, the channel is intended to include content created by and for volunteers, members, sponsors and other individuals and organizations affiliated with the NSCA.

Below are specifications detailing how video and audio should be captured for optimal (highest quality video and audio capture) content for NSCA TV.

Please forward any questions to [nsca.tv@nsca.com](mailto:nsca.tv@nsca.com). Thank you!

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### Video Length (maximums):

- Promotional Videos (business advertisements): Up to 3 minutes
- University Spotlight Videos Up to 5 minutes
- Education Portal Lectures Up to 20 minutes
- Educational Videos Up to 60 minutes

### Video Capture:

- May use:
  - o Video cameras
  - o iPhones videos - if recorded horizontally and the full 1920x1080 (HD) file is sent – not an ultra-compressed version via text or email.
  - o Computer capture via a program such as Zoom, Microsoft Teams or similar
    - Note: poor video quality may be a reason for rejection from NSCA TV

### Technical Specifications

#### Video Resolution:

- Optimal: High Definition (HD) / 1920 x 1080
- Acceptable: Standard Definition (SD) / 1280 x720
  - o Zoom settings need to be set at the highest resolution possible

#### Audio:

- Recommend that all speakers wear headsets or earpieces to optimize audio recording unless speakers have professional microphones
- Use of computer microphones may produce unusable audio recordings

#### Best Practices for Professional Recordings:

- Eliminate background noises:
  - o Home (TVs in background, children, dogs etc.)
  - o Gym: (Facility music, ambient voices)

- Position light sources in front of speakers - avoid being backlit or sidelit; watch rays of sunlight; avoid being too dark
- Background / Setting—should be clean & uncluttered; remove inappropriate items
- Apparel: Avoid clothing featuring intellectual property (employer branded apparel etc.) unless speakers have secured the rights to wear such apparel and/or represent their employer publically

### **Copyright / Intellectual Property / Name, Image & Likeness:**

- Individuals or groups submitting content for NSCA TV must attest that they own the rights to commercially use any and all intellectual properties (logos, imagery etc.) contained in the content.
- Similarly, individuals or groups must attest that they have obtained permission to use the name, image and/or likeness of any and all individuals who are recognizable within the content.

### **Commercialization:**

- Content created for NSCA TV may have a **limited** amount of commercialization, which is expected to be tasteful in nature. Excessive commercialization will be a reason for rejection from NSCA TV and/or excessively commercial content will be only published in the “NSCA Marketplace” category
- Examples of acceptable commercialization will generally include one the following and are subject to the IP requirements outlined above:
  - o Logoed apparel
  - o Logoed backdrop
  - o Logo on final screen

### **NSCA Standard Notices / Disclaimers:**

#### **The NSCA:**

- Reserves the right to edit submitted content in any way (e.g. redacted intellectual property; profanity; reduction in length etc.)
- Reserves the right not to run any given piece of content.
- Will coordinate publishing all content in accordance with required process steps (editing, thumbnail creation etc.) as well as master NSCA TV publishing calendars

### **Process:**

- Questions and content can be emailed to [nsca.tv@nsca.com](mailto:nsca.tv@nsca.com)
- If requested, the NSCA can provide a Dropbox account for transmission of large video files