



Photo: Tom W. Hall

## MAKE YOUR OWN HWW : SEVEN SIMPLE STEPS

A "how-to" for Hinterland Who's Who

Most Canadians who had television in the 1960s or 1970s will remember it — the haunting strains of a lone flute, the trademark theme of *Hinterland Who's Who*. The series of 60-second vignettes was created to educate the public about this country's native wildlife through excellent film footage, natural sounds and relaxed narration.

Now, more than 40 years after the series' introduction, the Canadian Wildlife Service and CWF have relaunched *Hinterland Who's Who* in an effort to connect another generation of Canadians with their natural heritage. The new public-service announcements carry on the classic theme of the original vignettes but also address the need to conserve and protect native species and their habitat.

You can create your own *Hinterland Who's Who* vignettes by following these simple steps:

1. Decide on a Canadian wildlife species on which to make a video.
2. Research basic elements about that species, including information such as:
  - appearance
  - where it lives in Canada
  - how to conserve the speciesInformation on many Canadian species can be found at [hww.ca](http://hww.ca)
3. If possible, shoot your own footage of your chosen species using a camcorder or digital recording device, or find available footage online.
4. If possible take pictures of your chosen species, or find available photos online. Make sure you get permission from the photographer first!
5. Combining all the above information, write a short (60 second) video script that ties the species information and imagery together.
6. Record all audio and combine all elements together, including HWW music and logo, in video editing software.
7. Submit your video to [hww.ca](http://hww.ca), and where appropriate, videos will be posted online.

### Materials:

- camcorder or digital camera with video and sound recording (optional)
- video editing software, such as: iMovie, Final Cut Pro, Windows Movie Maker, Adobe Premiere
- voice recorder
- HWW music (available by writing to [info@hww.ca](mailto:info@hww.ca))
- additional pictures/video of species
- HWW logo and sample script (available online at [hww.ca](http://hww.ca))

### Did you know?

The original Hinterland Who's Who music is called "Flute Poem" and was composed by John Cacavas.