

Sharing Your District's Story through Video Storytelling

Highlighting the Bright Spots



**“Gun Found on School
Playground”**

**“Teacher Accused of
Inappropriate
Messaging with
Students”**

**“APR in the
Provisionally
Accredited Range”**

**“They should be
ashamed of
themselves.”**

“Morale is low.”

**Rather than looking for the
problems, “Look for the
bright spots.” Chip Heath**

Shared Images of Success

That's a hard sell.

Relationships

Relationships With Staff

Relationships With Staff With Media

my

background

How did I learn video?

- Gaining a sense of what good visuals look like
- Working backwards - breaking down what I see
 - Types of shots
 - Types of angles
 - Color grading techniques
- YTU (YouTube University)
- Actively looking for opportunities to film more creative videos

Stories



One of my first videos I made
for FFSD in 2017



My most recent video from
early March

Stories



More Stories



Developing storylines

- Know your why
 - Understand every aspect of the video before you pursue it
 - 5 W's + H
 - Identify key figures that should be in the video
 - Staff, students, community partners, etc.
 - If it's an interview, identify questions to ask key figures
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Developing storylines

- Look for inspiration
- Envision the video
- Make note of everyone that will be interviewed and locations

Techniques

- How you hold your camera
- Settings
 - 24 frames per second vs 60 frames per second
 - Optical VR = ON
 - Movie Quality = High
 - Film in manual (my preference)
- Having a stable and steady stance, arms, and wrists

Equipment Needed

Mobile Videography (budget-friendly)

- If you have the latest iPhone, Samsung Galaxy s10, Google Pixel 3, or any phone with a powerful 1080p/4K camera
- [Lavalier Microphone \(Clip-on Mic\)](#) - for mobile phone (for interviews)
- [Tripod \(both for mobile phone and DSLR\)](#)
- Video editing apps
 - iMovie (free for iPhone users)
 - [VSCO \(\\$19.99/year for video color-grading editing features\)](#)
- [Battery packs](#)
- [Stabilizer with Gimbal](#) - Mobile

More Room to Work With

- Entry-mid-level DSLR
 - Nikon DSLRs
 - Canon DSLRs
 - Sony Mirrorless
- [Lavalier Microphone for DSLR - Audio Technica](#)
- [Tripod](#)
- [Stabilizer with Gimbal](#)
- Video editing software
 - Adobe Premiere
 - iMovie (free)
- [Stabilizer with Gimbal](#)



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