

Video Killed the Radio Star

Don't Let It Kill You!

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To Get Access to the Presentation:

Text the phrase “ **CalSAEvideo ”**

to **33444, then reply with your
e-mail address when prompted**



Video is Huge in 2015

- **Allows us to connect effectively with our members and the public, and then reach others through social sharing**
- **Increases the chances of the media helping us communicate our message**



Why Video?



- **YouTube is the #2 search engine.
People are looking for content.**



- **The number of videos posted to
Facebook grew 97% in the last year.**



- **Facebook videos now autoplay and
attract even more attention!**

Video = Connections

- If you are not regularly shooting and sharing short, engaging videos, you are missing out on a **HUGE** opportunity to connect with your members and audience!



Considerations for Meeting Planners

- **Let your attendees know you're shooting video at the event, and they may be photographed**



Considerations for Meeting Planners

ASAE:

Registration and attendance at, or participation in, ASAE meetings and other activities constitutes an agreement by the registrant to the use and distribution of the registrant or attendees' image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities by ASAE and other third parties, including but not limited the venue, the host city and the host CVB.

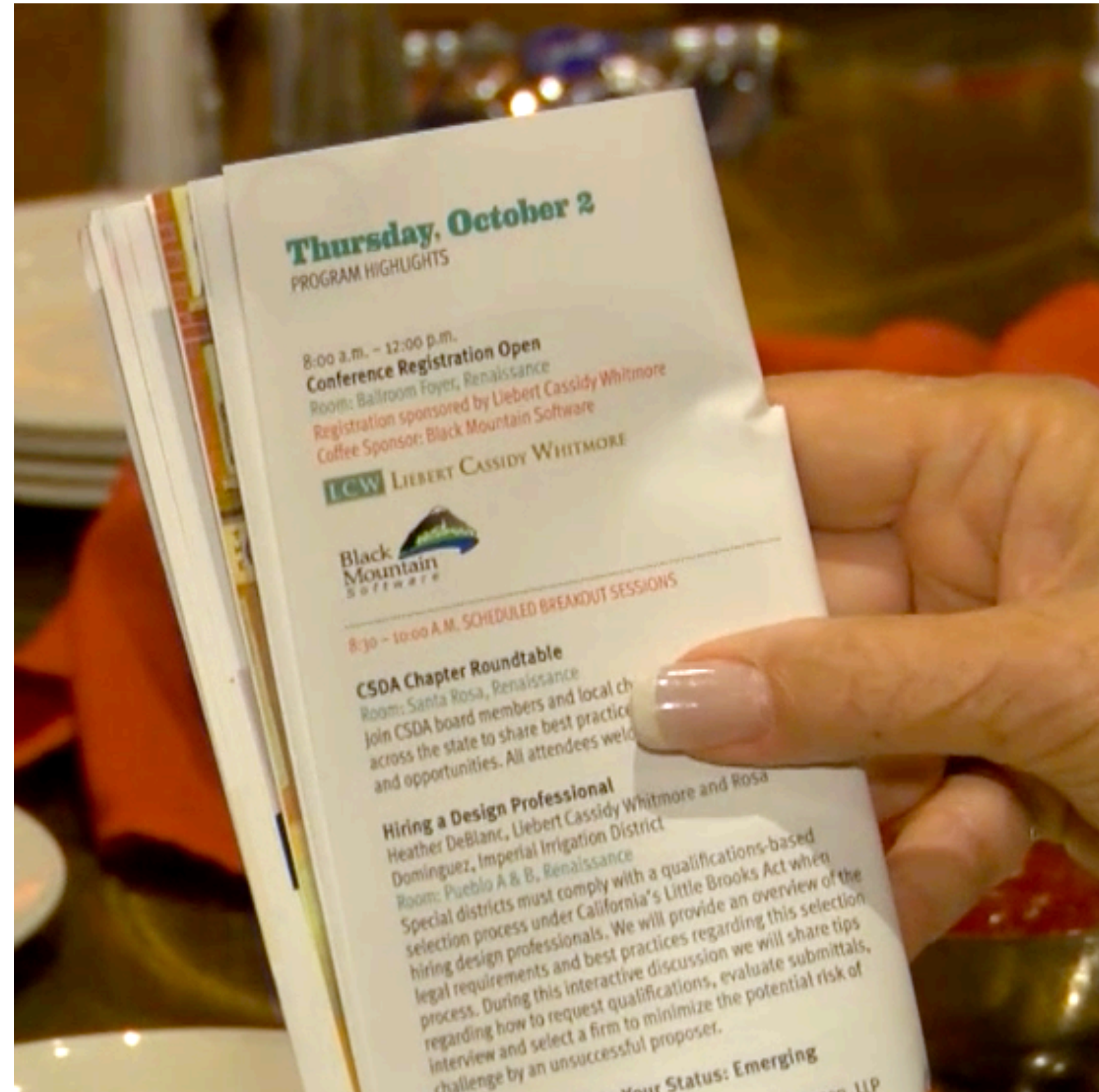
Considerations for Meeting Planners

CalSAE:

Registration and attendance at, or participation in, CalSAE meetings or other activities constitutes an agreement by the registrant to allow CalSAE use and distribution (both now and in the future) of the registrant of attendee's image or voice in photographs, video tapes, electronic reproductions, and audiotapes of such events and activities.

Considerations for Meeting Planners

- Consider adding language to printed brochure, conference website and event signage



Considerations for Meeting Planners

- **People don't necessarily LOVE to be on video (shocking, right?!). Here are some ideas to guarantee success!**



Ideas for Video Participation

- **Identify people in advance who aren't shy**

- **Offer an incentive, such as extra raffle tickets**

Ideas for Video Participation

- **Avoid shooting in situations that might make people uncomfortable**



Ideas for Video Participation

- **Identify up-and-coming leaders in advance and ask them for a few minutes of their time at the conference**



Ideas for Video Participation

- **Interview scholarship or award recipients**



- **Interview board members and committee chairs**



Let Your Speakers Know!

How are you planning to use the video?

- **Resale as a webinar?**
- **Conference highlights?**
- **Social Media?**



Let Your Speakers Know!

Include it in your speaker agreement in advance

- **Is there a time limit on clip length?**
- **Does the final video need to be reviewed by a speaker or staff person before release?**



Let Your Location Know!

Some venues have video recording restrictions

- **Where will you be using the video?**
- **Can you identify locations that won't be disruptive?**



Lights, Camera - ACTION!

- **Decide what types of cameras, platforms and audio feeds are needed for general sessions**
- **Make sure lighting is adequate for video**



Video Production Central!

**When producing
videos on site at
your conference,
have an office,
outlet, desk,
WIRED internet
connection**



Scheduling Video

Plan time in your staff schedule for video production at the conference

There Are Two Ways to Make Videos



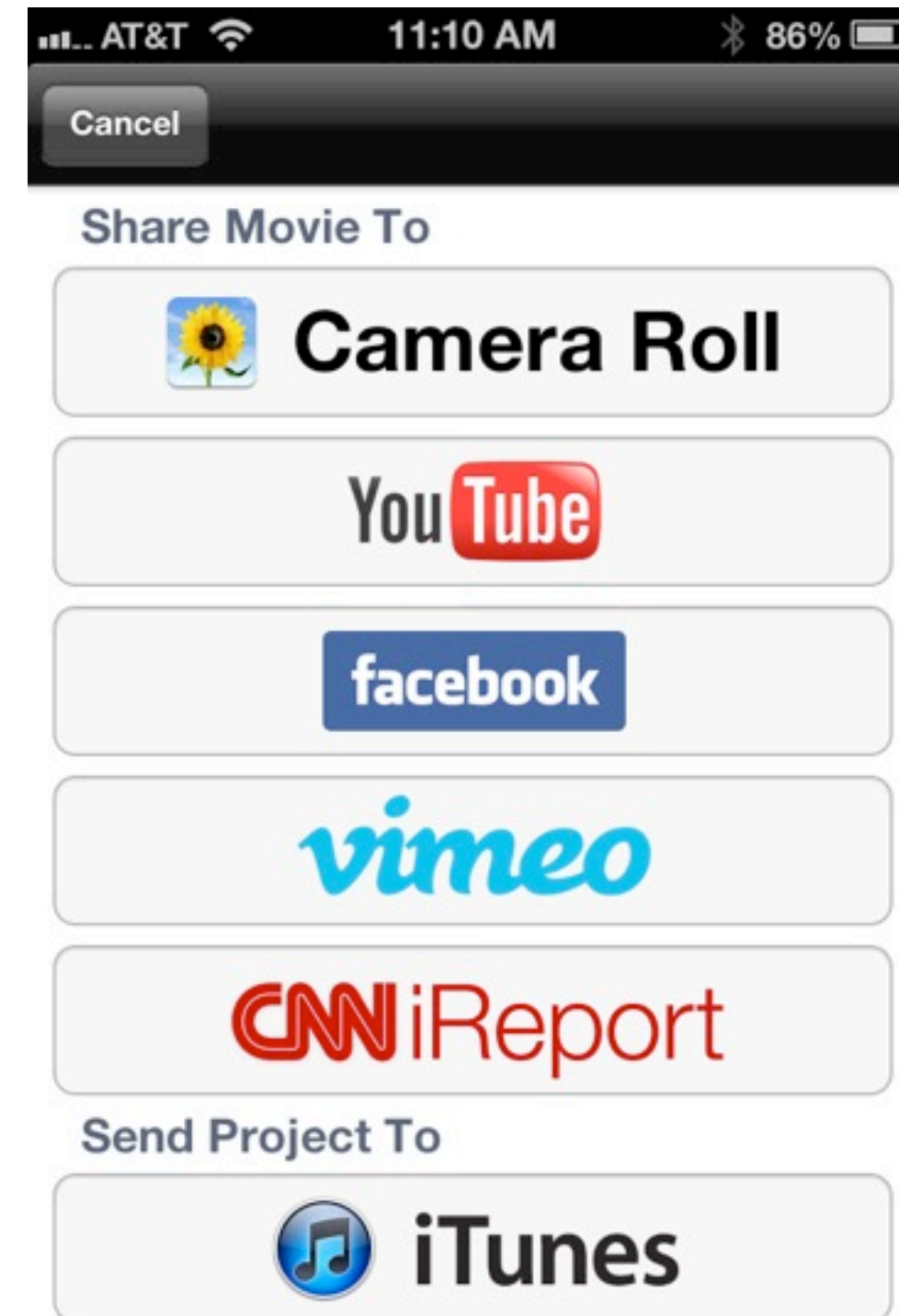
Smartphones/Tablets are Powerful Tools!

- **Shoot HD footage**
- **Accept external mic**
- **Allow editing**
- **Offer 1-touch upload**



Smartphone/Tablet Video is Easy!

**Many applications
allow 1-button video
uploads to YouTube,
Facebook, Twitter, and
more**



90-Second Share

- **Turn to a neighbor and share at least two content ideas you could do if you had the training to do so**



Video Content Ideas

- **Subject matter expert interviews/comments**
- **Promotional videos for upcoming events**
- **Recap videos after an event**
- **News conference excerpts**
- **Executive Director news updates**
- **Testimonials**
- **How-to videos**
- **Explainer videos**

AVOID: Vertical Video Syndrome!

(Video: www.Gloveandboots.com)

Smartphone/Tablet Video Tools



Tripod



**Smartphone
mount**



Lavalier Mic



LED light

4 Video Styles You Can Easily Do!

- 1) Direct-to-Camera
- 2) Interview
- 3) Package
- 4) Photo show



Direct-to-Camera

AKA: “Talking Head”

**Talent looks right at the camera
and delivers the information**

Shot with an iPhone:

WMWD Earth Night Promo

Shot with an iPhone:

Sacramento-Yolo Mosquito & Vector Control

**5 Tips To Reduce Mosquitos
and Potential West Nile Virus Exposure**

Interview

- **Subject Matter Expert or Client**
- **Interviewee looks offscreen at the unseen interviewer**
- **Only the interviewee has a microphone**

Example of an interview:

Matt Seeger

Package

- **News report style**
- **Opening lines from “reporter”**
- **A couple of short interviews**
- **Closing comments from “reporter”**
- **On-screen “lower third” graphics identify the people in the video**

Shot with an iPhone:
Menifee Rd. Missing Link
Andrea Suarez (her first video!)

Photo Show

- **A great way to use photos you take at your events**
- **Import them from your camera roll**
- **Add music underneath them in your editing program**
- **Or, record audio narration**

Shot with an iPhone:

WMWD Earth Night Recap

Holding the Camera

Never hold the camera with one hand. Use two!

If you pan, rotate your whole upper body at the waist.

No zooming! Treat as still camera



WRONG!

The Editing Process

- 1) Shoot your video**
- 2) Import the clip into iMovie**
- 3) Trim the beginning and end**
- 4) Add additional video clips if desired**
- 5) Add titles**
- 6) Export to camera roll, social/video sites**



Live Demo!

Let's Try It!

x

- Partner up in 2's or 3's
- Shoot a SIMPLE talking head or interview video
- Be creative! Go nuts!
- IF you have time, edit in iMovie.
- Then, let's show a few examples at 4:20 p.m.



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Thanks for attending!

**Stay in touch at
www.KerryShearer.com**

