OLA 2016: Telling Stories on the Little Screen. Friday, April 23, 2016 9:30-11am
Host: Amy Blossom and Maureen Battistella; Guests: OLA Participants

Open on Amy	1m	Welcome and Introduction
One Shot -Maureen	4m 5m	Objectives
One Shot - Amy Pull out to 2 shot	10m 15m	The Stories We Told
Camera— Cut away to Exercise	5m 20m	PARTICIPANT EXERCISE CONTENT IS KING: DEFINE YOUR IDEA
One Shot- Amy Pull out to 2 shot	20m 40m	Elements of the Story
Camera— Cut away to Exercise	5m 45m	PARTICIPANT EXERCISE CONTENT IS KING: PLAN YOUR SHOW
One Shot - Amy	5m 50m	Human and Technical Resources: Talent
One Shot - Maureen	5m 55m	Human and Technical Resources: Tools
Camera – Cut away to Exercise	5m 60m	PARTICIPANT EXERCISE IDENTIFYING HUMAN AND TECHNICAL RESOURCES
One Shot - Maureen	5m 65m	Distribution Channels
One Shot – Amy	5m 70m	Marketing Channels
Camera – Cut away to Exercise	10m 80m	DEMONSTRATION MAKE A MOVIE IN A FLASH
Camera Pull out to 2 shot	9m 89m	QUESTIONS
One shot on Amy, pull out to 2 shot	1m 90m	I'm Amy Blossom and I'm Maureen Battistella. We're delighted to be your instructors for this morning. We'd like to thank all of you for participating in this session where we've modeled the methods and technologies you can use to tell stories using video and images. Keep in touch and let us know how we can help you develop and execute your storytelling projects. That's a wrap everybody!

Terms to be Familiar With

Run down- like an agenda
Shoot list – like a shopping list
B-roll- extra elements
Roll tape- start
Live to tape – no do overs
Truck- move camera
Pan- shift camera
Zoom in
Zoom out
That's a Wrap - stop
Donut: open, close
Community access
Cue

Amy Blossom, Ashland Branch Manager, Jackson County Library Services ablossom@jcls.org 541-774-6986
Maureen Flanagan Battistella, Southern Oregon University battistem@sou.edu 541-552-0743

PRODUCING YOUR SHOW | PARTICIPANT WORKSHEET

5MINUTES: CONTENT IS KING: DEFINE YOUR IDEA

OBJECTIVES | Match with your mission

1.
2.

IDEAS | Brainstorm; How support objectives

1.
2.
3.

PARTNERS | Think strategically; What each brings to the table

1.
2.
3.

5 MINUTES: CONTENT IS KING: PLAN YOUR SHOW

COMPONENTS | Understand the elements of your show

1. Opening
2. Core content
3. Closing
4. Clips

5 MINUTES: HUMAN AND TECHNICAL RESOURCES

IT TAKES TALENT | Identify the resources you'll need

1. Pre-production
2. On camera
3. Off camera
4. Post-production

WHERE'S IT GOING TO HAPPEN | Building the show

1. Set and backdrop
2. Lighting
3. Sound

Methods

- Presentation
- Individual Exercises
- Worksheet for Project Development
- Demonstration Video
- Questions and Clarification

Handout: Rundown for Today's Workshop
Handout: Community TV and Radio Stations
Handout: The Southern Oregon History Show
Handout: Telling Your Story Worksheet
Handout: How to Make a Quick Video and Rundown

Who Wants to Help?

Timer to keep us on track

10S What I Learned
10S The Story I'll Tell

Objectives

- It can be fun, inexpensive and pretty easy to tell stories using traditional and new media
- Traditional and new media facilities may be available at no cost
- Large and complex projects are possible with planning and organization
- Partnerships bring communities of interest and diverse resources to the table
- New media provides additional cognitive learning paths, enhancing diversity
- Broadcast media brings new opportunities for awareness, support and marketing

Open Books, Open Minds, Open Libraries
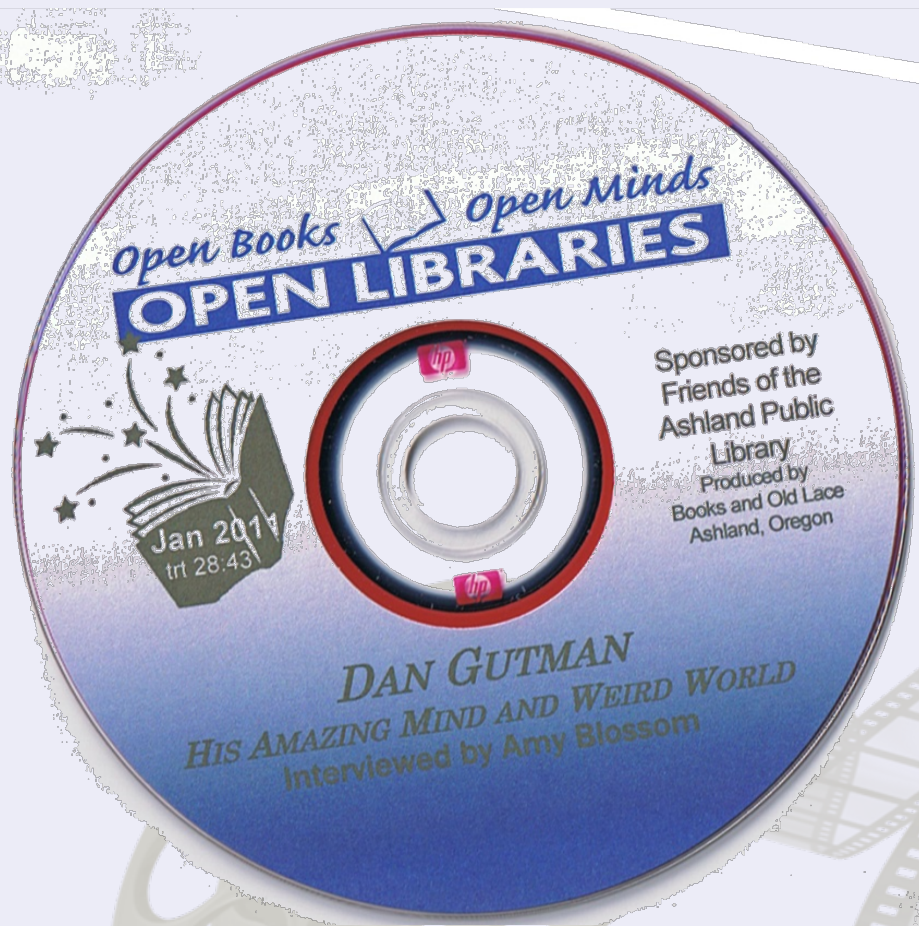
- Started 2003
- Increase community visibility for our libraries
- Reinforce library's author events
- Provide a forum for local readers and writers

- In studio interviews
- Consistent hosts
- Designed set
- 5 person crew

Ashland Mystery rvtv Noir

- Started 2001
- Build local crime fiction fan base
- Mystery and crime fiction authors
- Media escort, book store readings, OSF Tickets, reception, housing and food

- In studio and location interviews
- Rotating hosts
- Designed set
- 5 person crew

The Southern Oregon History Show

Maureen Battistella, MLS | Southern Oregon University

ABSTRACT

The Southern Oregon History Show is a weekly community access television show that is broadcast locally and regionally and also webcast, then archived to the Internet Archives. The Southern Oregon History Show enhances community awareness of historical initiatives, builds support for local historical societies and museums, and preserves and documents historical research.

CONSIDERATIONS

Determine publishing platform: tv, radio, web
Look for on camera talent
Confirm behind the scenes support
Identify technical resources
Brand the series as yours
Organize production, shoot, promotion
Coordinate marketing across multiple channels

OPPORTUNITIES

Enhance awareness
Ask for volunteers
Find new audiences
Increase attendance
Build membership
Build brand
Strengthen partnerships

ARCHIVES & PROMOTION

INTERNET ARCHIVE

You Tube

STRONGER RELATIONSHIPS

SOU

JACKSON COUNTY Library Services

SOUTHERN OREGON HISTORICAL SOCIETY SINCE 1946
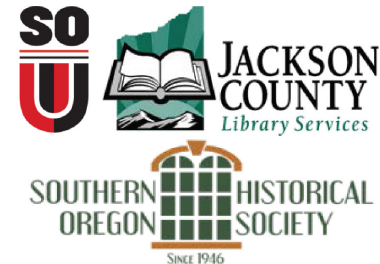
thursdays from 6-7p
rvtv.sou.edu

WEEK1: Hosted Interviews
WEEK2: On Site Edited Video
WEEK3: Formal Presentations
WEEK4: Personal Stories
Spots: 15m promos, shorts

we tell stories on the little screen
we help others tell their stories

FOR MORE INFORMATION

Maureen Flanagan Battistella
mbattistellaOR@gmail.com
541-552-0743   October 2015

SO U Southern OREGON UNIVERSITY

Jackson County Library Services

Delivery Platform: Community TV

- Certifies producers
- Studio facilities
- Equipment loans
- Volunteers
- Mentors
- Broadcast channels
- PEG fees

Your idea
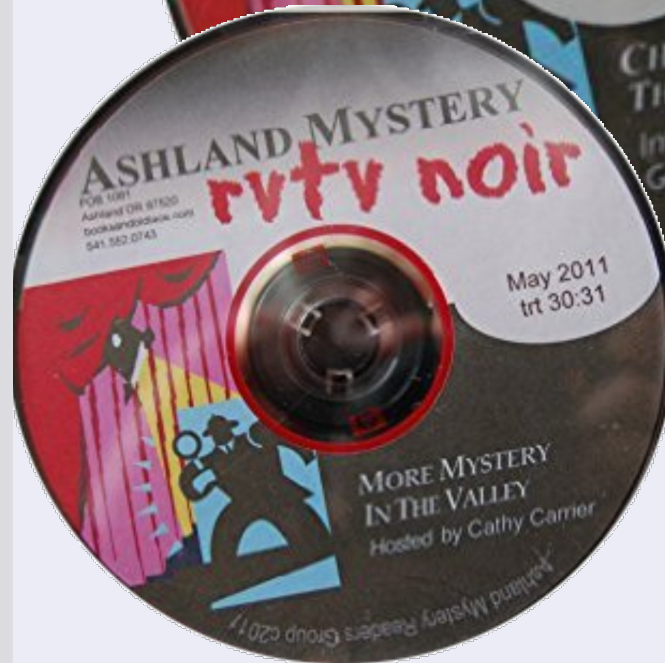can change
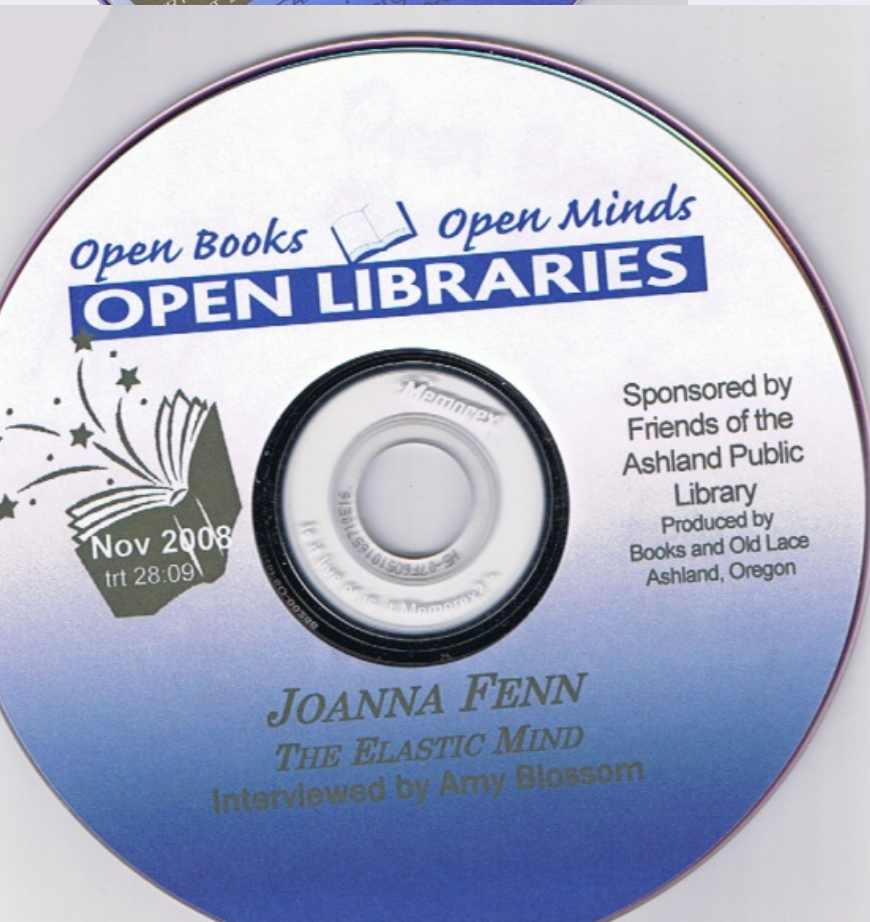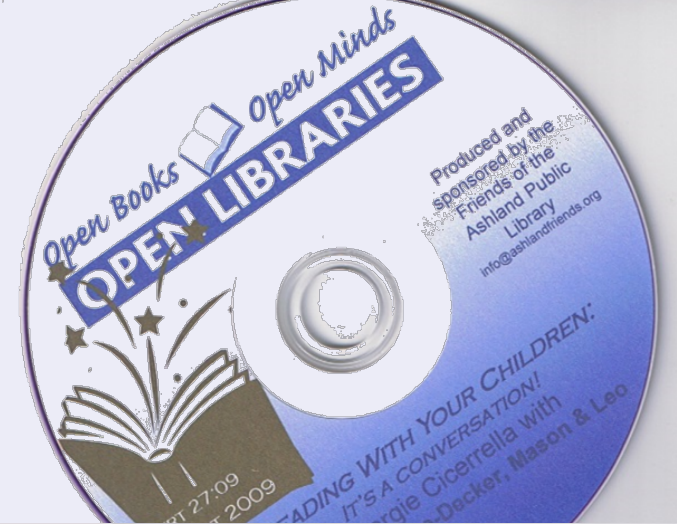your community.
It can change
the world.

Content is King: Define Your Idea

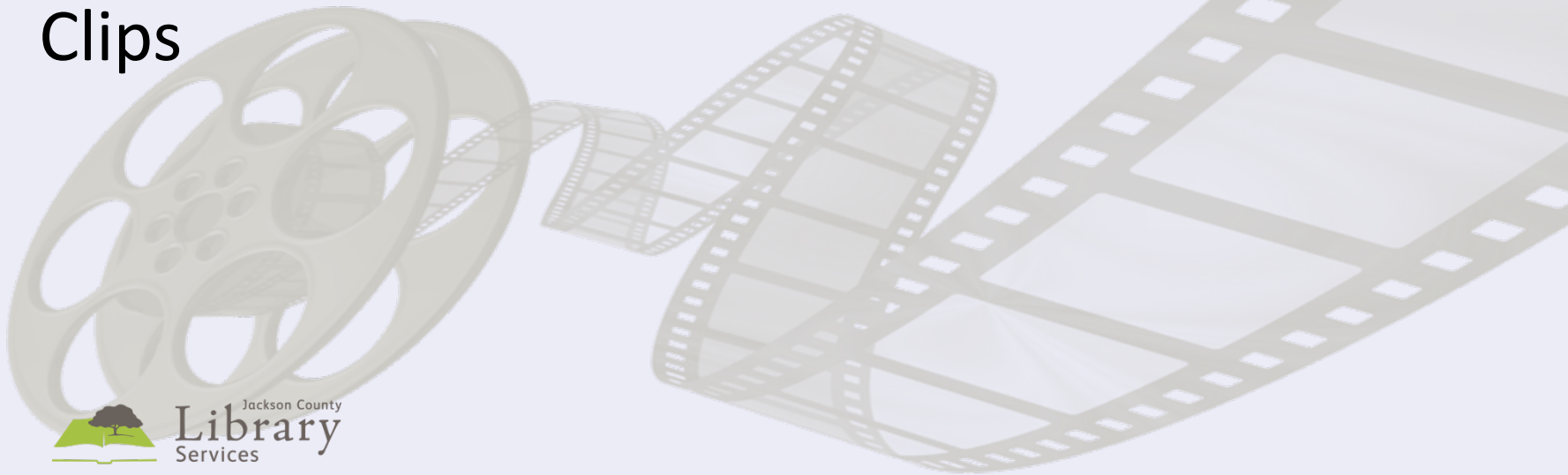- Objectives

- Ideas

- Partners

Stories

Elements of A Story

- Opening

- Core Content

- Closing

- Rundown

- Clips

Storyboard Core Content
Rundown

keep content moving

Open Books Open Minds. Saturday October 5, 2007, 2-2:30p
Host: Amy Blossom; Guests: Dori and Dashka

Opening Clip	1:10m	Opening clip
OPENING/Part 1		
Open on	2m 3:10	Reading by
Camera—Cut to Amy Pull out to 2 SHOT	1m	You've just heard Dori Appel – playwright, poet, author and psychologist -- reading her poem, The Future. She's my guest on today's episode of Open Books Open Minds. Welcome!
	4:10	I'm Amy Blossom, your host for this evening -- thanks for joining us tonight. Many of you will remember the local author night at the Ashland Public Library, well we've got a new venue here on television, in case you missed us at the library. Open Books Open Minds is a new cable access series that features local authors and their works; we'll get to hear how some amazing creative people came to be writers, how their writing process flows and get to know them and their work. Hi Dori and Dashka--
Camera--	12m 16:10	Chat, questions
Cut to	3m 19:10	Reading of
Camera-- 2 SHOT	8m 27:10	Chat, questions
Camera-- 1 SHOT ON Amy	1m 26m	I'm Amy Blossom, your host this evening. I'd like to thank my guests for tonight, Dashka and Dori Appel. I'd also like to thank our sponsors, Friends of the Ashland Public Library, Orville Hector for the wonderful photos that open and close the show, and our expert crew here at Rogue Valley Community Television. Thanks for watching Open Books Open Minds and we'll see you next month.
Cut to	2m 28m	Reading by
Closing Clip and Credits	1m	

Content is King: Plan Your Show

- Opening
- Core Content
- Closing
- Clips

06.13.2009

Human and Technical Resources
It Takes Talent

- Pre-production
- On camera
- Off camera
- Post-production

- Executive producer
- Planning and scheduling
- Host, guest
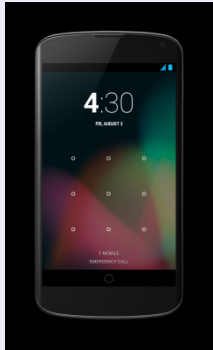- Crew
- Technical support

Human and Technical Resources: Tools and Equipment

- Technical resources and options

- Recording device

- Sound, lighting

- Backdrop, set

- Editing software

- Output

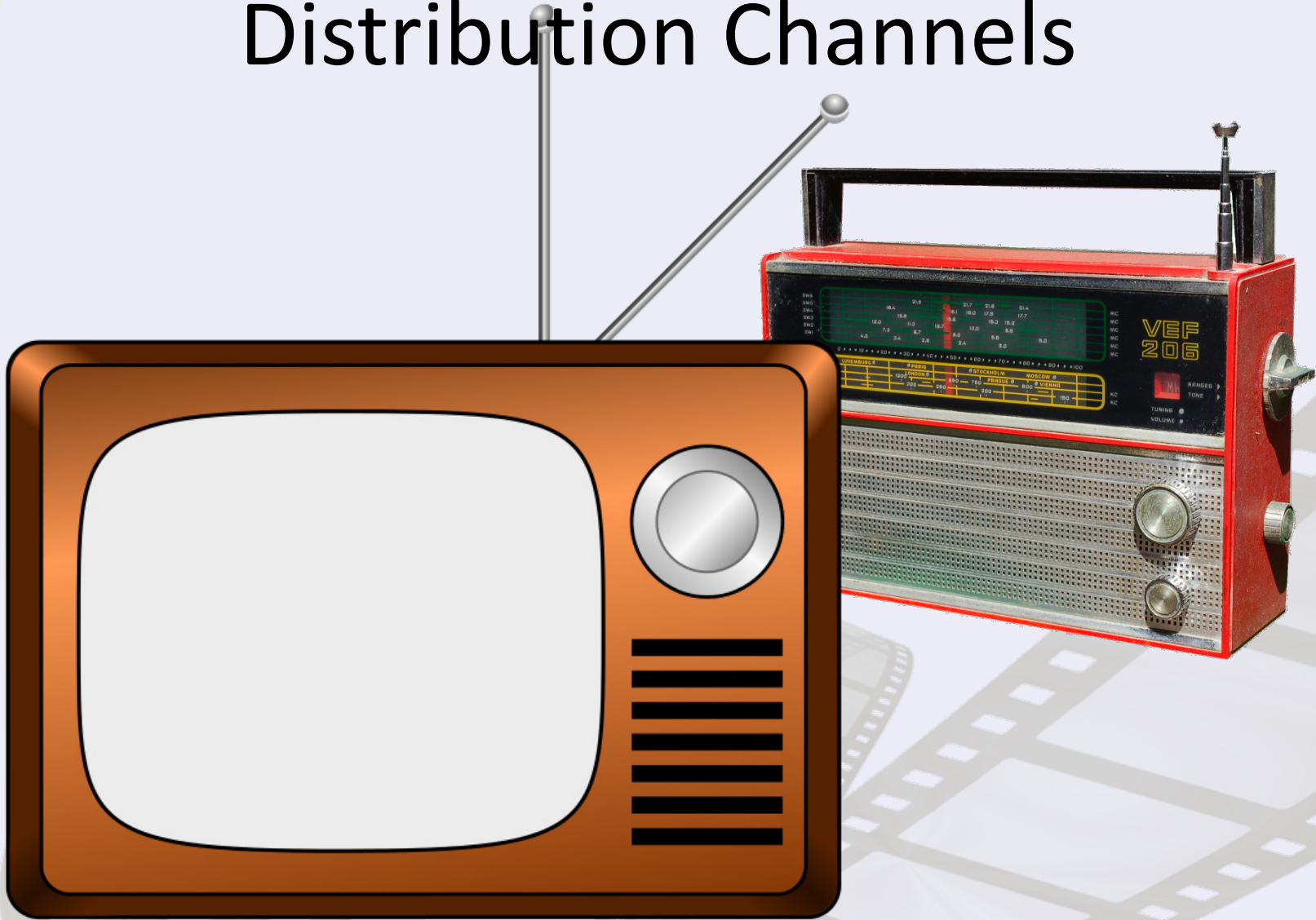# Human and Technical Resources
Tools and Equipment

Adobe

Windows MovieMaker

Human and Technical Resources: Where's It Going to Happen

- Set and backdrop

- Lighting

- Sound

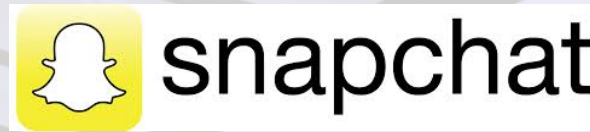- Music

Distribution Channels

Distribution Channels

Distribution Channels
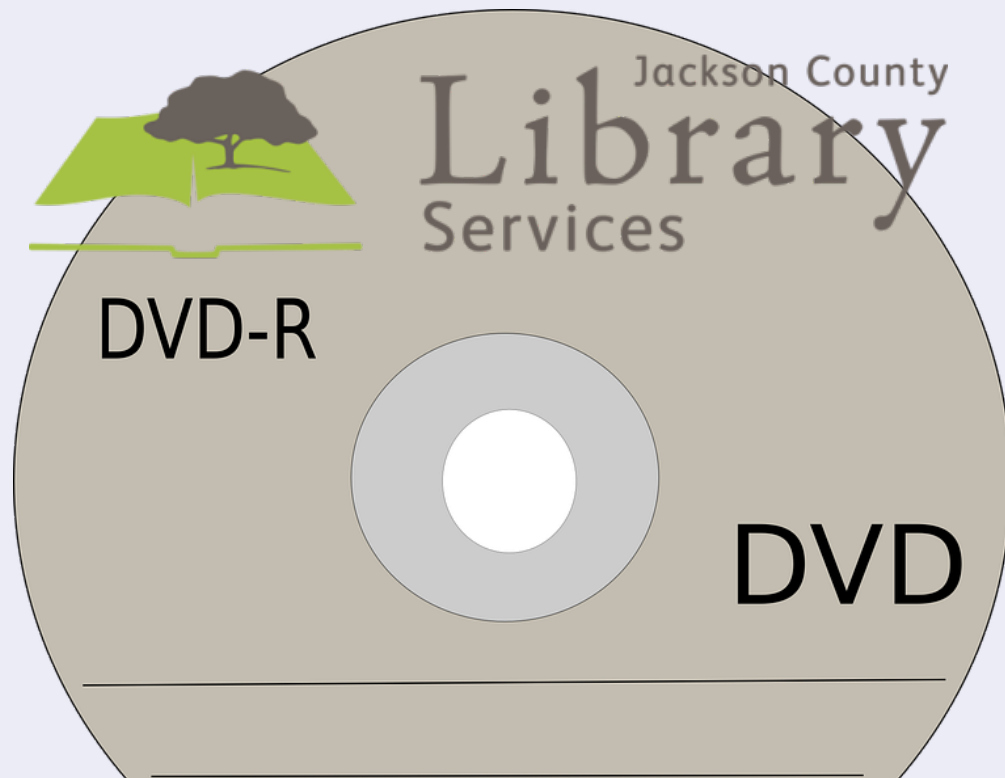
DVD-R

DVD

Jackson County Library Services

3 1117 01320 6375

Format: DVD, Videorecording, Projected Medium, Vis

Title: *Open books, open minds*, [*videorecording (D* Blossom, Amy Kinard, et al, JCLS Ashland

Publisher, Date: Ashland, Oregon : Friends of the Ashland Pul

Description: 14 videodiscs : sd., col. ; 4 3/4 in.

Subjects: Interviews.
DVD

Other Author: Blossom, Amy.
Kinard, Amy.
Cicerrella, Margie.
Howe-Decker, Angela.
Clarke, Karen.
Vavra, Pam.
Cucurra, Chia.

▼ Where is it?

| Call Number	Shelf Location	S
Ashland Library		
(12 of 12 available)		
DVD Nonfiction		
809 OPEN Disc 3		In
809 OPEN Disc 4		In
809 OPEN Disc 5		In
809 OPEN Disc 6		In
809 OPEN Disc 7		In

Marketing

- Scheduling
- Communication
- Publicity
- Promotion
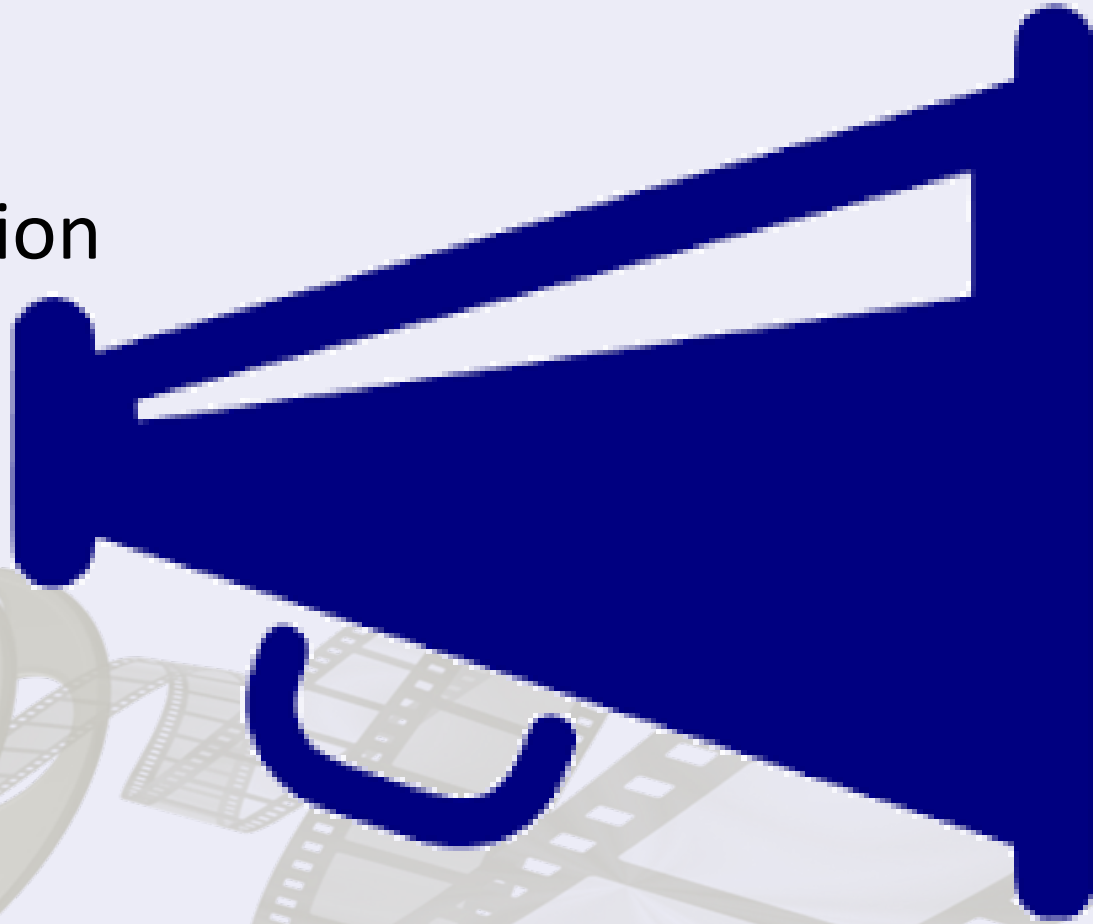
Vocabulary

- Run down- like an agenda
- Shoot list – like a shopping list
- B-roll- extra elements
- Roll tape- start
- Live to tape
- Truck- move
- Pan- shift
- Zoom in
- Zoom out
- Cue
- That's a Wrap
- Donut: open, close
- Slate
- Slug
- Community access
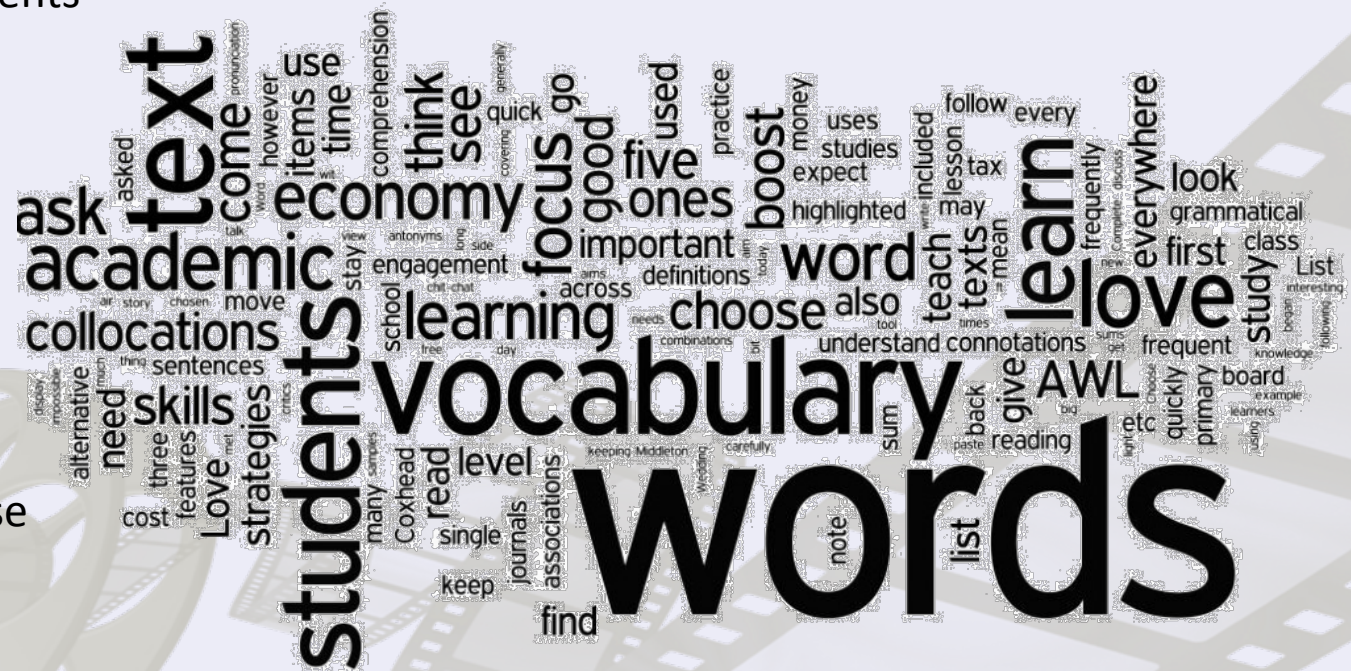
Demonstration

- Set or backdrop
- Lighting
- Video capture device
- Roll tape
- Transfer to editing
- Edit: video, music, images, slate, slug, credits
- Save and export to Facebook

Ok, that's a wrap, everybody. Give yourself a hand.

Questions.

PRODUCING YOUR SHOW | PARTICIPANT WORKSHEET

5 MINUTES: CONTENT IS KING: DEFINE YOUR IDEA
OBJECTIVES | Match with your mission
1.
2.
IDEAS | Brainstorm; How support objectives
1.
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IT TAKES TALENT | Identify the resources you'll need
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WHERE'S IT GOING TO HAPPEN | Building the show
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State	City/county	Population served	TV Charter	Station name
Commu	Clackamas County;		G	Clackamas County Government Channel (CCGC)
OR	Columbia County, St. Helens	44,000	P	Columbia Community TV
OR	Jackson County;	72,000	PEG	Rogue Valley Community Television (RVTV)
OR	Klamath County; Klamath Falls		PEG	Klamath Community TV (KCTV)
OR	Lane County; Eugene	351,715	P	Community Cable Access (CTV-29)
OR	Lane County; Eugene	351,715	E	Lane Community College TV (Lane-TV)
OR	Lane County; Eugene	351,715	G	Lane County Government Access
OR	Multnomah County, Gresham	90,205	P	MetroEast Community Media
OR	Multnomah County	90,205	G	Multnomah Government Access
OR	Washington County, Beaverton +	445,342	PEG	Tualatin Valley Community Television (TVCTV)
OR	Bend		PG	Central Oregon TV (COTV-11)
OR	Bend		E	Central Oregon Community College Media Services (COCC-TV)
OR	Canby		P	Our Community TV System (OCTS-5)
OR	Coos Bay		PEG	Coos Community Media Center (CMCC)
OR	Corvallis	54,462	PG	Corvallis Community Access TV (CCAT-29)
OR	Corvallis	54,462	G	Oregon State University TV (KBVT-TV)
OR	Eugene	138,000	E	University of Oregon Educational Access – The UO Channel
OR	Eugene	138,000	G	MetroVision
OR	Florence		G	Florence Area Cable TV – Channel 10
OR	Fossil		G	Fossil Community TV
OR	Keizer		G	Keizer Government Access TV (K-23)
OR	La Grande		E	Eastern Oregon University – Eastern Teleproduction Facility
OR	McMinnville	55,000	P	McMinnville Community Media (MCM 11)
OR	Medford	120,000	G	Medford Government Access
OR	Monmouth	7,741	PEG	WIMPEG Cable Access TV
OR	Oregon City	271,540	P	Willamette Falls Media Center (WFMC)
OR	Oregon City	271,540	G	Oregon City Government Access
OR	Portland	529,000	PEG	Portland Community Media (PCM)
OR	Portland	529,000	P	KBOO-FM Community Radio

OR	Portland	529,000	E		Portland Public Schools Studio 2 (PPS-28)
OR	Portland	529,000	E		Portland Community College Educational Access
OR	Portland	529,000	G		Metro Government Access
OR	Portland	529,000	G		Portland Government Access (CityNet 30)
OR	Rockaway Beach		GE		Rockaway Beach Community TV – Channel 4 (RBC-TV)
OR	Salem	137,000	PG		Capital Community TV (CCTV)
OR	Salem	137,000	E		Chemekta TV (CTV)
OR	Sandy		G		Sandy Government Access
OR	Silverton		PG		Silverton Community Access Network (SCAN-TV)
OR	Sunriver		P		Chamber Cable Community Access – Channel 4
OR	Statewide		E		Oregon Wireless Instructional Network (OregonWIN)
OR	Statewide		G		Oregon Public Affairs Network (OPAN)
OR	Statewide		G		The Oregon Channel
OR	Stayton		PEG		KENC Radio
OR	Stayton		G		Stayton Local Access 19
OR	West Linn		G		West Linn Videos
OR	Wilsonville		G		Wilsonville Government Access – Channel 30 (WGC-TV)
OR	Woodburn	20,100	P		Woodburn Community Access TV (WCAT-5)

Call sign	City of License[1][2]	Frequency	Format[3]	Licensee
KSKQ	Ashland	89.5 FM	Variety	Multicultural Association of Southern Oregon
KSMF	Ashland	89.1 FM	Variety_PUB	Oregon State Board of Higher Education for the University of Oregon
KMUN	Astoria	91.9 FM	Variety	Tillicum Foundation
KLBR	Bend	88.1 FM	Variety_PUB	Lane Community College
KPOV-FM	Bend	88.9 FM	Variety	Women's Civic Improvement League, Inc.
KQCF	Chiloquin	88.1 FM	Variety	Common Frequency, Inc.
KMHS-FM	Coos Bay	91.3 FM	Variety	Coos Bay School District No. 9

KSBA	Coos Bay	88.5 FM	Variety_PUB	Oregon State Board of Higher Education for the University of Oregon
KBVR	Corvallis	88.7 FM	College radio	Oregon State University
KSOW-LP	Cottage Grove	106.7 FM	Variety	Real Rural Radio
KLCC	Eugene	89.7 FM	Variety_PUB	Lane Community College
KRVM-FM	Eugene	91.9 FM	Variety	Lane County School District No. 4J
KWVA	Eugene	88.1 FM	Variety	Associated Students of the University of Oregon
KLFO	Florence	88.1 FM	Variety_PUB	Lane Community College
KXCR	Florence	90.7 FM	Non Commercial Commu	West Lane Translator, Inc.
KFSL-LP	Fossil	99.5 FM	Variety	Fossil School District 21J
KQRZ-LP	Hillsboro	100.7 FM	Variety	Oregon Amateur Radio Club, Inc.
KSKF	Klamath Falls	90.9 FM	Variety_PUB	Oregon State Board of Higher Education for the University of Oregon
KTEC	Klamath Falls	89.5 FM	College radio_PUB	Oregon State Board of Higher Education
KEOL	La Grande	91.7 FM	College radio_PUB	Oregon State Board of Higher Education for Eastern Oregon University
KTFH	Lees Camp	88.7 FM	Variety	Cascade Community Radio
KSLC	McMinnville	90.3 FM	College radio	Linfield College
KYAC-LP	Mill City	94.9 FM	Variety	Santiam Hearts to Arts
KLCO	Newport	90.5 FM	Variety_PUB	Lane Community College
KAVE	Oakridge	88.5 FM	Variety	Lane County School District 4J
KPAI-LP	Paisley	103.1 FM	Variety	Paisley High School
KBOO	Portland	90.7 FM	Variety	The KBOO Foundation
KBPS	Portland	1450 AM	Educational	School District #1, Multnomah County, Oregon
KXRY	Portland	91.1 FM	Community radio	Common Frequency, Inc.
KLFR	Reedsport	89.1 FM	Variety_PUB	Lane Community College
KSYD	Reedsport	92.1 FM	Variety	Lane County School District 4J
KMPQ	Roseburg	88.1 FM	Variety_PUB	Lane Community College
KSHD-LP	Shady Cove	94.3 FM	Variety	City of Shady Cove
KYAQ	Siletz	91.7 FM	Variety	Firebare, Inc.
KZSO-LP	Sisters	94.9 FM	Variety	Sisters School District, #6, Deschutes County
KTCB	Tillamook	89.5 FM	Variety	Tillicum Foundation
KMUZ	Turner	88.5 FM	Variety	Willamette Information, News, and Entertainment Service

KPCN-LP   Woodburn   95.9 FM   Spanish Variety   Pineros y Campesinos Unidos del Noroeste

Web site

http://www.co.clackamas.or.us/cable

http://columbiacommunitytv.tripod.com

http://rvtv.sou.edu

http://klamathcommunitytv.pegcentral.com

http://www.ctv29.org

http://www.lanecc.edu/distance/lane-tv.htm

http://apps.lanecounty.org/webcast

http://metroeast.org

http://multnomah.granicus.com/ViewPublisher.php?view_id=3

http://www.tvctv.org

http://cotv11.com

http://itsdp.cocc.edu/cocctv

http://publicmediamaps.org/share_report.cfm?mapid=26292445&gView=maps

http://www.coosmediacenter.com

http://www.ccat29.org

http://oregonstate.edu/dept/student_affairs/studentmedia/kbvr-tv

http://media.uoregon.edu/channel

http://www.metrotv.org

http://www.oregoncities.tv/florence

http://www.manta.com/c/mmsgy8b/fossil-city-hall

http://www.keizer.org/?action=page&name=K-23

http://www.eou.edu/it/media/programs.html

http://www.mcm11.org

http://video.cityofmedford.org

http://www.wimpeg.org

http://www.wfmcstudios.org

http://www.orcity.org/cityrecorder/meeting-agendas-minutes-and-videos

http://www.pcmtv.org

http://kboo.fm

http://www.pps.k12.or.us/departments/tv-services/2493.htm

http://www.pcc.edu/about/distance

http://www.metro-region.org

http://www.pcmtv.org/programming/channels/CityNet30

http://rockawaybeachcommunitytv.com

http://www.cctvsalem.org

http://online.chemeketa.edu/ctv

http://sandy.granicus.com/ViewPublisher.php?view_id=2

http://www.scan-tv.org

http://www.sunriverowners.org/Communications-Department-%E2%80%A2-541.593.6068~143451~13934.htm

http://oregonwin.org

http://www.opan.org

http://www.oregonchannel.org

http://www.kencradio.com

http://www.wbcable.com/services/lineups/stayton.htm

http://westlinnoregon.gov/videos

http://www.ci.wilsonville.or.us/Index.aspx?page=43

http://www.wcat5.org

OLA 2016: Telling Stories on the Little Screen.
Friday, April 23, 2016 9:30-11am
Host: Amy Blossom and Maureen Battistella; Guests: OLA Participants

DEMONSTRATION: Make a Quick and Easy Video

Open on AMY WEBCAM	3S	Welcome and Introduction
Cutaway--PHONE CAMERA	2S 5S	Photos from the conference - FAST
One Shot - PERSON PHONE VIDEO	10S 15S	What I learned at the workshop
Cutaway—TABLET CAMERA	2S 17S	Photos from the workshop - FAST
One Shot-PERSON TABLET VIDEO	10S 27S	The story I'll tell – how I'll use what I learned
One Shot - Amy WEBCAM	2S 30S	Thanks for joining us today, and thanks for watching our video demonstration. That's a wrap everyone!

Windows Movie Maker – How to Make a Video
OLA 2016: Telling Stories on the Little Screen. Friday, April 23, 2016 9:30-11am
Host: Amy Blossom and Maureen Battistella; Guests: OLA Participants
DEMONSTRATION

VIDEO EDITING SOFTWARE
Windows Movie Maker is a available as a free download if it is not pre-installed on your computer
http://windows.microsoft.com/en-us/windows/movie-maker

CAPTURING VIDEO
Example – Samsung Android tablet records .mp4; Motorola Android phone records .3gp; Canon
Toshiba Windows laptop records .wmv; Vixia video camera records .mts
Phone and Tablet Video
        Use Camera app and switch to video
        Video records to DCIM folder
        Copy video from phone or table to thumb drive
        Copy video from thumb drive to computer MY VIDEO folder

IMPORTING VIDEO INTO WINDOWS MOVIE MAKER
Open Windows Movie Maker, Save As to MY VIDEO folder, naming appropriately
Project file holds instructions, pointers to video and edits but doesn't hold the video itself
Microsoft Windows Movie Maker can import these video formats
        .wmv, .asf, .avi, .mpe, .mpeg, .mpg, .m1v, .mp2, .mp2v, .mpv2, .wm, .3gp and others
Import video into MS Movie Maker; if it doesn't play, convert video to alternate format
If .mp4 and .mts video file formats do not play it is because the computer needs a codec
codec= video compression/decompression utility
IF NEEDED: Download and install free software Adobe Media Encoder
        Google video format converter software
        Select Adobe corporate website link not third party; select for your OS and bit version
        Download, unzip, install. Reboot your computer

EDITING VIDEO IN WINDOWS MOVIE MAKER
        Import elements: video, images, sound
        Reorder elements as preferred
        Trim video – use in/start and out/end markers
Apply transitions – mouse over to see the effect
        Add and edit titles
        Save the project to MY VIDEO folder

PUBLISH YOUR VIDEO
Facebook and YouTube both like .mp4 (Motion Picture Standard), .mov (Quicktime), .wmv
(Windows Media) and others
File/Save Movie/For Computer: save to MY VIDEOS folder, name your video; .wmv type will work fine
Open Facebook, YouTube and upload video, assign metadata, post/publish

Windows in Time Video Release Form

Windows in Time Episode Title: _____

Windows in Time Episode Speaker: _____

Windows in Time Episode Date(s): _____

Windows in Time Location: Ashland or Medford Public Library

Windows is Time is a joint project of the Southern Oregon Historical Society (SOHS) and the Jackson County Library System (JCLS). *Windows in Time* is an important regional history series, and your contribution to the community by participating is appreciated.

Many have asked for copies of the Windows in Time presentations, so in order to extend the availability of your research, SOHS and JCLS would like to videotape your presentation. Your presentation would be broadcast on Rogue Valley Community Access TV and DVDs made for the library and historical society collections. A copy of the DVD will also be given to you in thanks for your participation. The videotape is live to tape - or as is - and there is no editing of content so your presentation is essentially intact. Because of resource constraints, it will not be possible to further edit the presentation in post-production.

RVTV productions are also available on the web and excerpts from the video may be posted to YouTube, Facebook or other channels. In the future, the DVD may also be made available for sale as a fundraiser for SOHS and JCLS.

__ YES ___ NO
SOHS and JCLS may videotape my presentation and make it available as above.

Signature of Person Presenting: _____

Address: _____   City, State, Zip: _____

Date: _____   Phone: _____

Email: _____