

# USING VIDEO TO AMPLIFY YOUR WORK

JOHN MOUNIER - FILMMAKER



# JOHN MOUNIER

- Graduate of NYU's Tisch School of the Arts
- Produced shows for History Channel, PBS, Discovery and more.
- Leads Visual Communication for Strategic Communications at UC Davis - two years.

# TODAY'S SESSION

- How video can amplify your work
- Social Media Landscape
- Partnership for greater results
- Video Storytelling Approach
- Questions / Discussion

RAOUL ADAMCHAK



# C-STEM PROJECT VIDEO



# WHY VIDEO?

- Offers Emotional Connection to Your Work
- Exposure to Large Audience - Social Media
- Multiple Uses - News, Development, Recruitment
- Documentation as part of the Educational Experience

# WE USE SOCIAL MEDIA TO

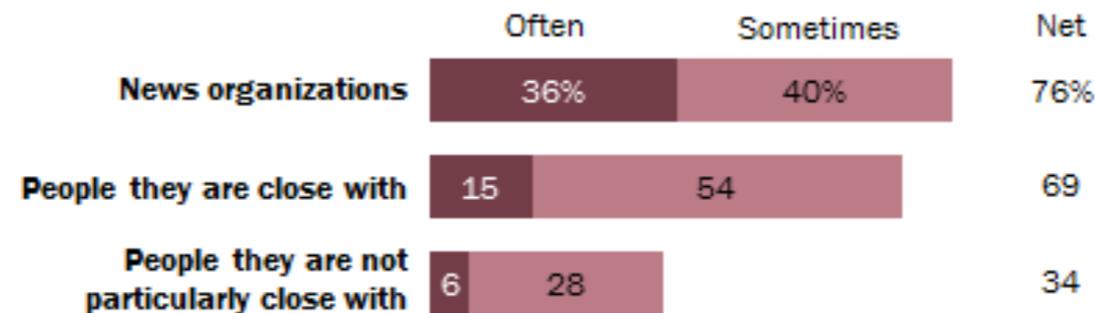
- Build reputation and establish credibility
- Foster our community
- Attract donors
- Impact policy
- Communication line



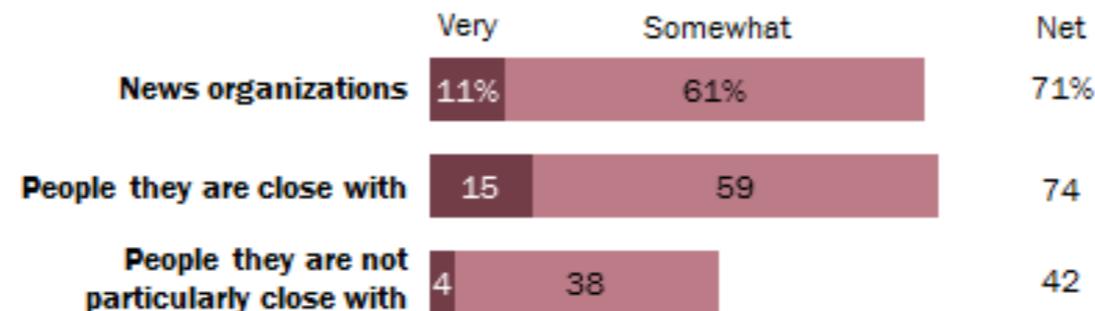
# SOCIAL MEDIA IS IMPACTING WHAT WE THINK OF AS IMPORTANT

## Online news consumers more likely to get news from professional outlets than from friends, family – but just as likely to think each provides relevant news

*% of online news consumers who get news online from ... often/sometimes*



*Of those who get news online from each, % who say that the news they get from ... is very/somewhat near to their interests*



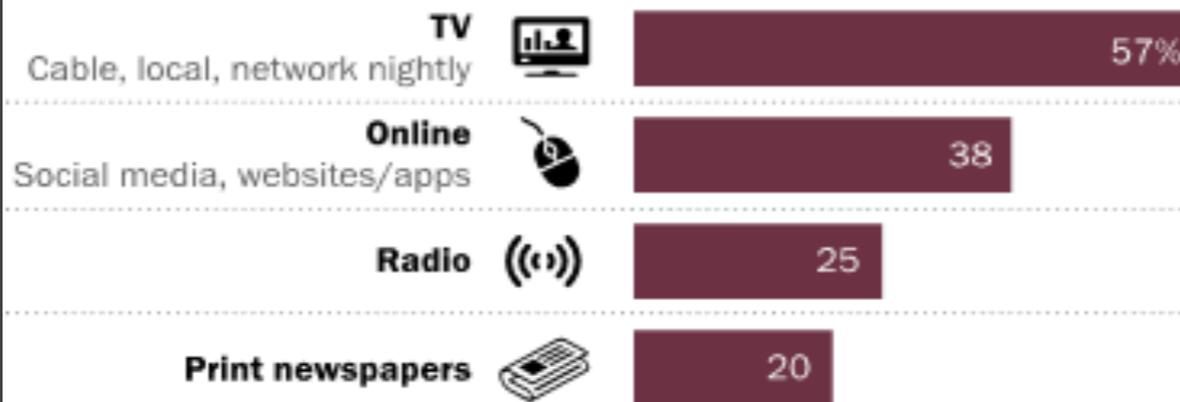
Source: Survey conducted Jan. 12-Feb. 8, 2016.  
"The Modern News Consumer"

PEW RESEARCH CENTER

# INFORMATION CONSUMPTION HAS CHANGED

## About four-in-ten Americans often get news online

*% of U.S. adults who often get news on each platform*



*% of each age group who often get news on each platform*

	18-29	30-49	50-64	65+
TV	27%	45%	72%	85%
Online	50	49	29	20
Radio	14	27	29	24
Print newspapers	5	10	23	48

Note: Just 1% said they never got news on any platform (not shown).

Source: Survey conducted Jan. 12-Feb. 8, 2016.

"The Modern News Consumer"

PEW RESEARCH CENTER

- So, what's the best way to get your story heard on Social Media?

# VIDEO.



- UC Davis video: Newborn Horse Syndrome Suggests Links to Childhood Autism
- - **3.5 million** views on YouTube
- <https://www.youtube.com/watch?v=mKbwOv7eQKc&t=81s>

# VIDEO ON FACEBOOK



FOR UC DAVIS:

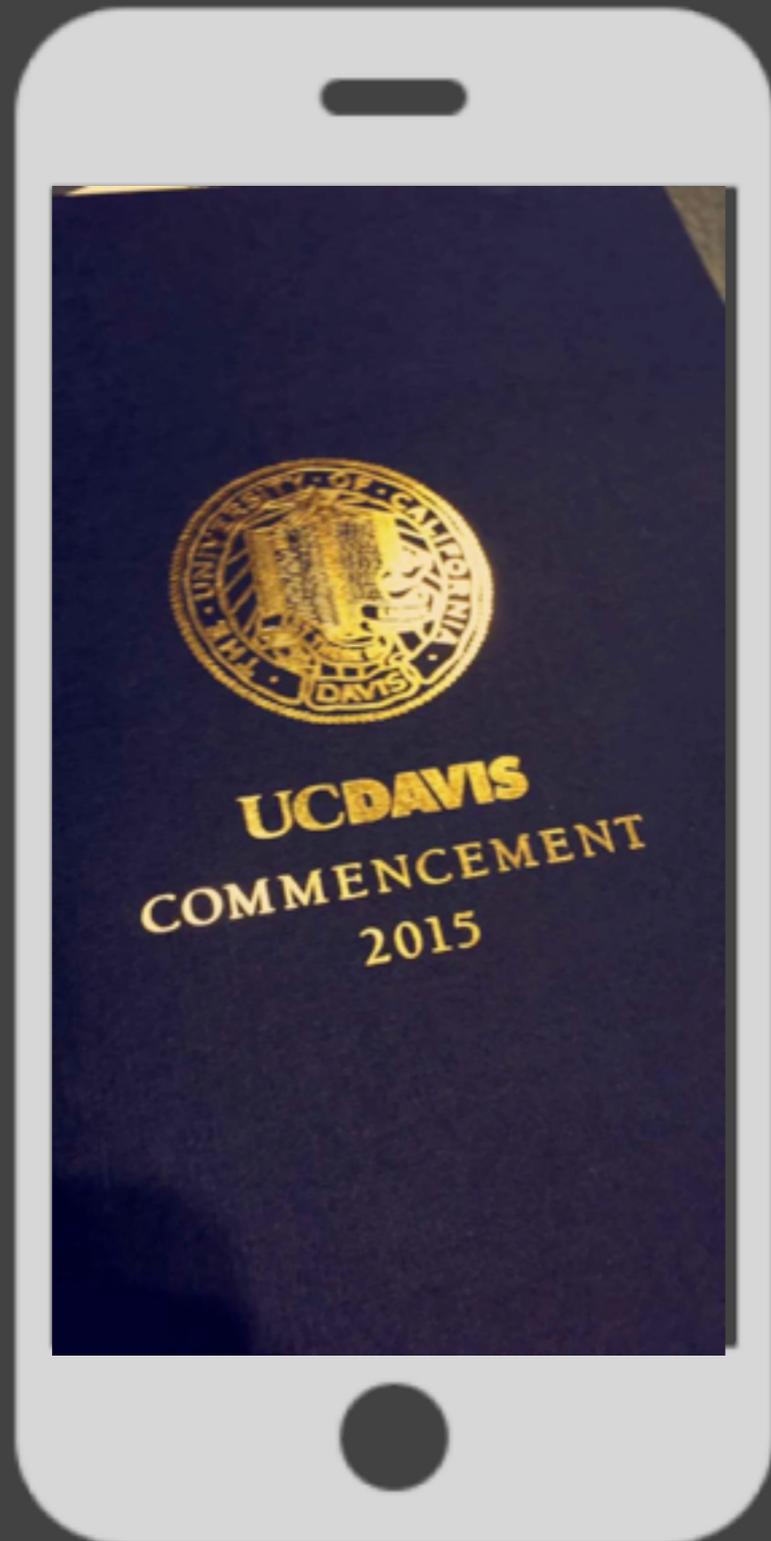
77%

of college students use  
Snapchat at least once per day

**UCDAVIS**

Collected by Sumpto - a marketing firm

# UC DAVIS SNAPCHAT



- Student stories
- Events
- Contests
- Program updates
- Urgent notices

- This sounds great, but we're a small team with limited resources.

# PARTNERSHIP

- University Communications
- Like-Minded Organizations
- Other Universities
- Student interns
- Media

# PARTNERSHIP

- We're in early stage planning for a **video pipeline** for the Horticulture Innovation Lab - meaning, folks on our end **can help edit** the raw videos you shoot in the field.

# PARTNERSHIP

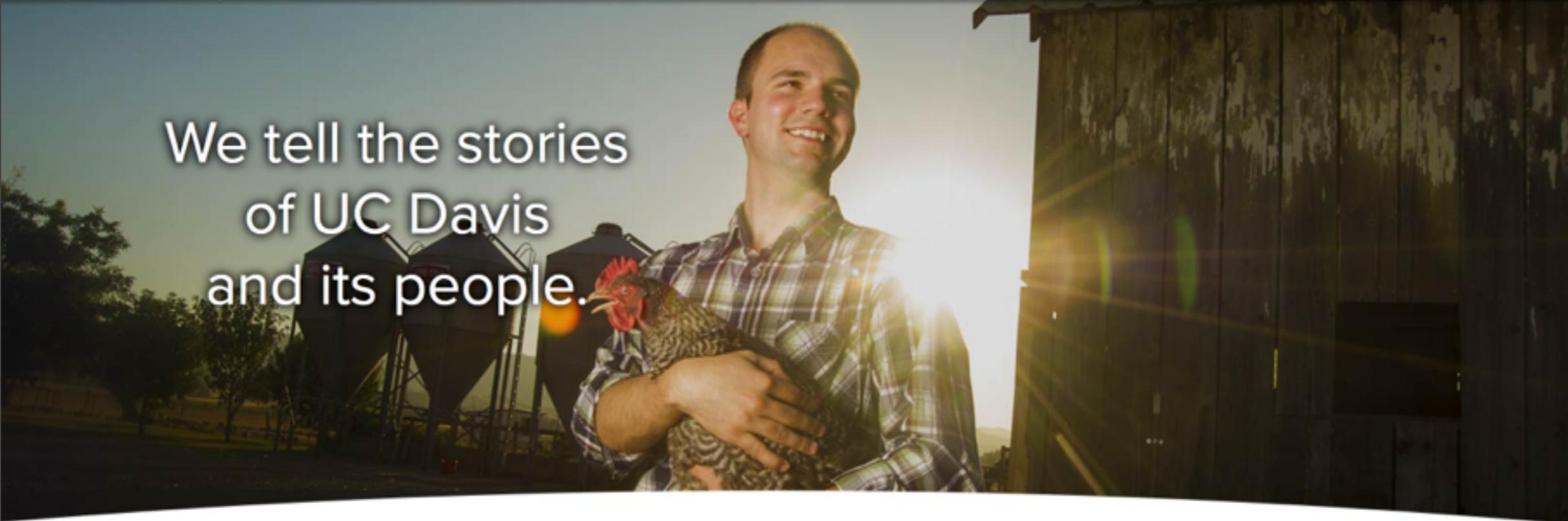
## Strategic Communications

[About us](#)

[Our portfolio](#)

[Resources](#)

[Contact us](#)



We tell the stories  
of UC Davis  
and its people.

MARKETING STRATEGY

MEDIA & INTERNAL COMMUNICATION

**UCDAVIS**

# PARTNERSHIP

## Strategic Communications

About us

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### STRATEGIC COMMUNICATIONS RESOURCES

#### Resources

[Photo requests](#)

#### News and publications

[News & Information](#)

[Dateline newsletter](#)

[Annual reports](#)

#### Strategic Communications

Third floor Mrak Hall  
University of California, Davis  
One Shields Avenue  
Davis, CA 95616

(530) 752-1930

There are many resources available to assist in your communications efforts. Questions? Comments? Please [contact us](#).

#### Marketing Toolbox

Get the resources you need for communicating the UC Davis brand.

#### Internal/external vendors

UC Davis communicators can choose from an array of campus recharge services and external vendors.

#### Creative brief (.doc)

Use the creative brief to help focus your next marketing communications project.

#### Experts for the media

Contact News and Media Relations specialists to find sources for your stories.

#### Photo archive

Our collection is available to anyone at UC Davis with a campus computing account.

#### UC Davis Facts

Demonstrate the excellence of UC Davis using confirmed numbers and rankings.

**UC DAVIS**

- With some help, anything is possible.

# CASE STUDY

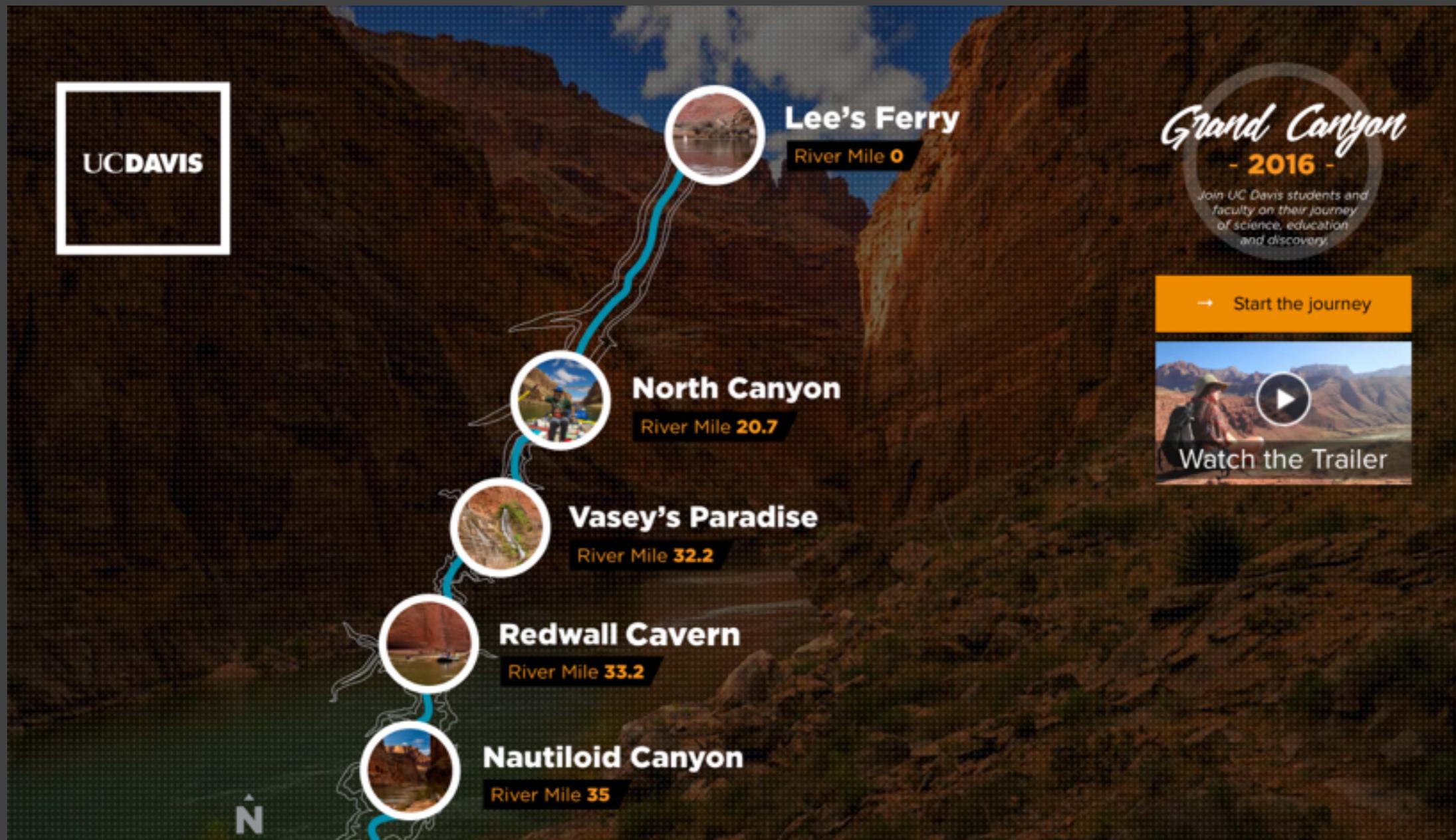


- UC Davis Class Trip to the Grand Canyon
- One Public Information Reporter
- One Multimedia Specialist
- 20 Researchers - each armed with a GoPro

# AN INTERACTIVE WEB SITE

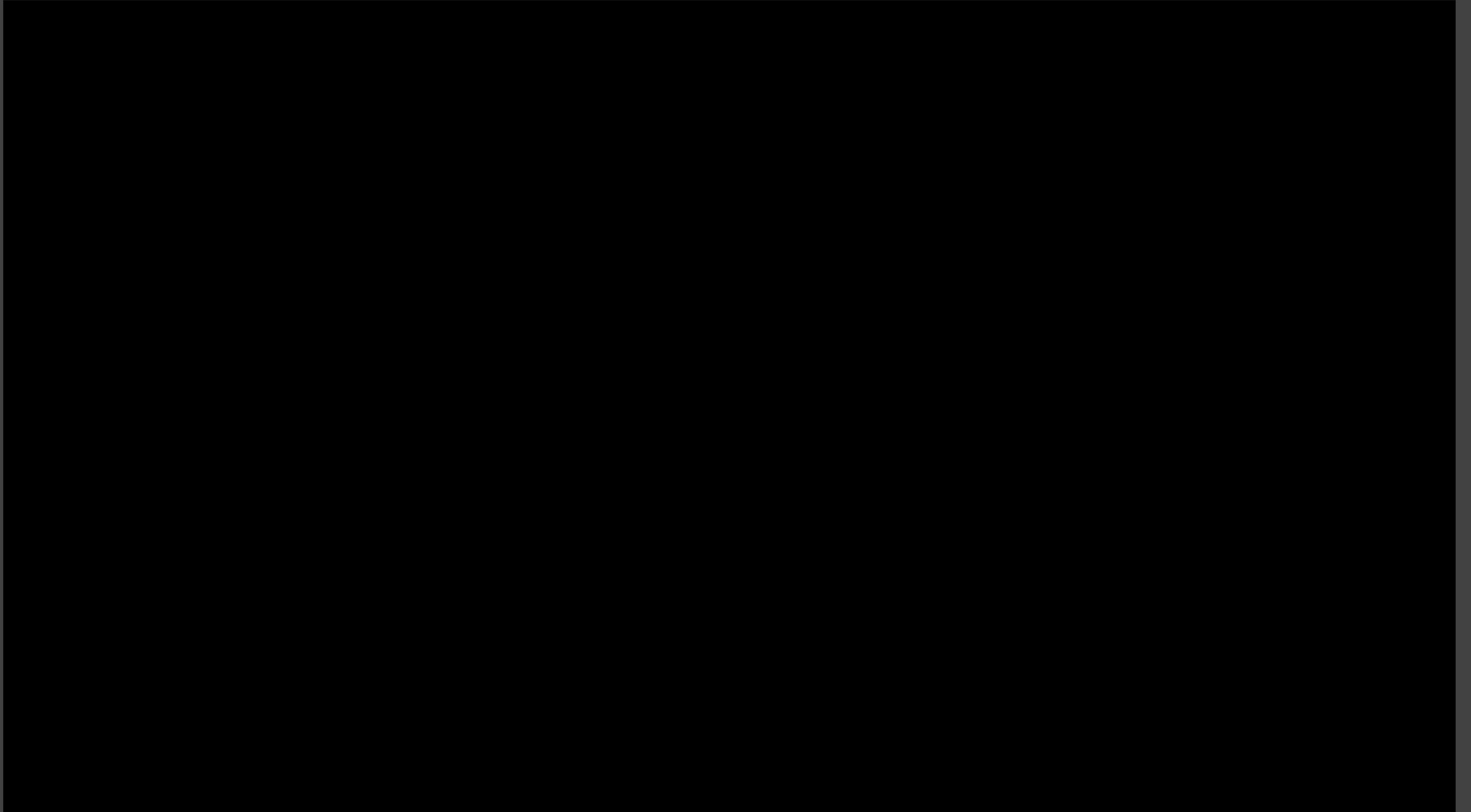
- In Partnership with local NPR Station - Cap Radio
- Two sites - ours, first half of the journey, theirs, second.
- Immersive experience for viewers
- Valuable learning experience for researchers

# THE SITE

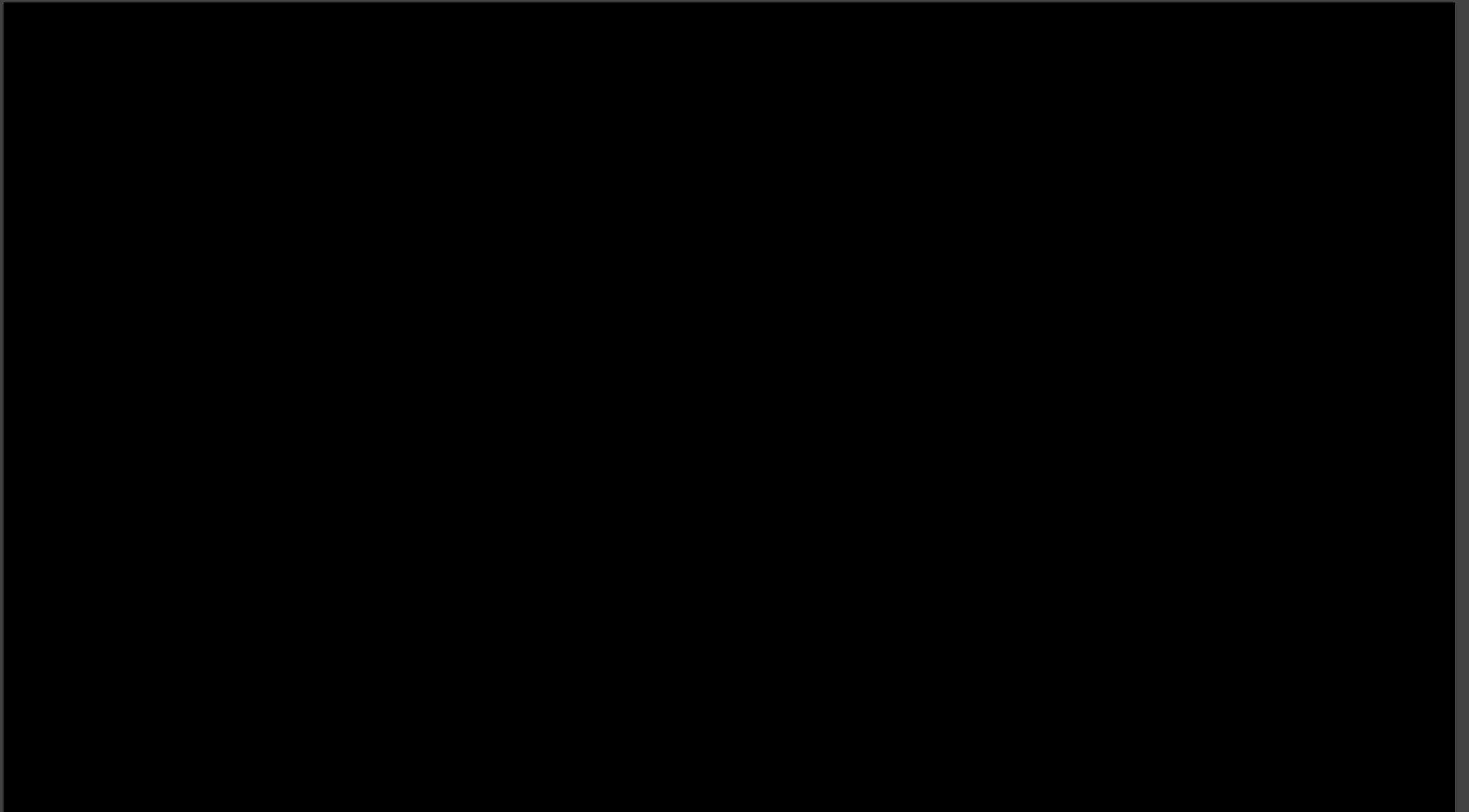


- [grandcanyon.ucdavis.edu](http://grandcanyon.ucdavis.edu)

# THE TRAILER



# EROSION



YOUR APPROACH TO

# VIDEO STORYTELLING

**UCDAVIS**

# PRE PRODUCTION

- One sentence idea
- Define your audience
- Outline your story
- Where will the video be viewed?
- Location - where will you shoot?

# PRE PRODUCTION

- Location scouting: time of day; potential sound issues; b-roll opportunities
- Can you enlist someone's help?
- Remember to keep things simple

# PRODUCTION

- Don't forget to be the DIRECTOR
- Make a clean shot - sound and picture
- Choose an eyeline
- Keep your non-verbal cues non-verbal
- Get good sound

# PRODUCTION

- Direct your subject: Mirror / Mirror
- Maintain eye contact with your subject - or don't
- Encourage your subject to offer stories for answers
- Look for the beginning, middle and end answers
- Wait for the answer, **AFTER** the answer

# PRODUCTION: B-ROLL SHOOTING

- 80% of your video should be covered with B-Roll
- Shoot Wide, Medium, Tight and Extreme Tight shots
- Think story structure when shooting b-roll
- Don't 'Garden hose' shoot
- Hold your shots for 5 seconds

# PRODUCTION: B-ROLL SHOOTING

- Get reaction shots
- Motivate your movements
- Look for action sequences
- Get creative, after you've got your coverage

# EDITING BASICS

- Choose a nonlinear editing software platform
- Begin by pulling clips from your interviews
- Assemble your A-roll
- Add in B-roll footage
- Choose music carefully

# EDITING BASICS

- Add simple graphics to inform your viewer
- Close Caption your video - ADA Compliance
- Export your video in a format suitable for the viewing platform
- Don't be afraid to CUT
- Throughout, always SAVE your project!

# AN IDEA TO CONSIDER...

- What if at next year's meeting (or any conference,) a three-minute video was shared during the Poster Presentations (5 mins each.)
- The video shares the pitch - the poster is used for further discussion in smaller groups.

Research funding

## Crowdfunding: the new buzzword for academics needing research money



Prof David Goulson crowdfunded research on how garden chemicals might harm bees. Photograph: David Levene for the Guardian

When Professor Dave Goulson decided to study the impact of pesticides on bees, he didn't rate his chances of getting funding from one of the big research councils. The University of Sussex biologist turned to the public, raising almost £8,000 through crowdfunding for the screening for pesticides of random plant samples from garden centres and supermarkets.

# THANK YOU!

- Questions?
- Discussion