

## Video Workshop



From Errol Morris’s documentaries—and documentary-like TV spots—to a 16-year-old posting her latest shopping haul on YouTube, story-telling videos have become an expected part of the communication landscape, and one colleges and universities can ill afford to forgo. In a media environment where people consume information in ever smaller bites and in an every greater hurry, video has a “stickiness” that even the most well-crafted copy doesn’t. Produced properly, video also conveys an immediate sense of place and authenticity matched only by a lengthy campus visit. But producing and sharing video can seem like a daunting “extra” task to already busy communication and admission staffs. Whether you have a full production studio on campus or a couple of Flip video cameras in a desk drawer, mStoner’s video workshops can show you how to produce and share effective video within a variety of budgets.

### Solution: Video Workshop

This is a broadly focused workshop that can be tailored to your institution’s needs. Topics covered might include:

- ▶ creating an “editorial plan” for video: deciding what you want to say with video and what kinds of video and video outlets are most likely to convey those messages
- ▶ creating an inventory of existing video producers, production resources, and actual video
- ▶ using YouTube channel(s) and playlist(s) and other social media outlets to categorize and promote your videos and drive traffic back to your main site
- ▶ basic shooting, editing, and storytelling techniques

We can even work with media and filmmaking faculty (if you have them) to build extracurricular or for-credit student projects admission or development video around production..

At the end of one of our workshops, you’ll have an understanding of how to use video to communicate key messages, a plan for getting the most out of your existing production resources, and the basic skills to “do-it-yourself” so that you can tackle your immediate challenges.

#### FOR MORE INFORMATION:

Katie Jennings  
Director of Business Development  
mStoner

p: 802.388.2408  
m: 802.324.9161  
[katie.jennings@mstoner.com](mailto:katie.jennings@mstoner.com)