Successful Partnerships:
Digital Storytelling and the Media Internship Program
Once upon a time, __________(person’s name) went into the enchanted __________(location) to search for the __________ (mythical object).

Blah, Blah, Blah…

_______ lived _______ ever after

We are all storytellers, whose story are you telling?
Welcome & Overview

• Introduction
• Presentation
• Q & A
Channel 26 Background

• Our Role in the City
  • Film City Council Meetings
  • Department Videos – Training or Promotional
  • Marketing and Outreach

• Our Role in the Community
  • Transparency
  • Inform the Public
  • Quality of Life
Channel 26 Background

• My Role
  • Oversight of PEG Station
  • Assist with City Communication
  • AV Support for the City

• My Experiences
  • Background – Youth Ministry
  • Opportunities – Risk vs. Rewards
  • Challenges – Limited Resources
  • Potential – Create an Organization
News Media Program Background

• Started in 2013 with 5 Delta Charter High School students
News Media Program Background

• How it all began
  • Meeting with John Lautenslager, News Media Teacher at Delta Charter
  • Trying to start the partnership for years without success
  • Goals for Channel 26
    • Limitations of two part time staff

• Trained Students
  • Understood production techniques and terminology

• City Operations
  • MOU
  • HR volunteer packets and fingerprinting
News Media Program Background

• Currently 10 part time staff, 25 student volunteers, 100+ people involved in the program since 2013
Channel 26 Background

- Produced over 250 videos since 2013, not including 200+ Council Meetings
- Content on Comcast Cable, Channel 26 (Comcast and U-Verse), YouTube, Facebook, City’s Website, ICMA TV, MSNBC, CBS, NBC Nightly News, and The Today Show
- Past students, volunteers, and staff are studying film in college
Channel 26
News Media Program
Channel 26 Videos

Delta Charter News Media Program

• Started in Summer 2013
• Interviews from 2014 & 2015
• Students quickly exceeded expectations
• John Lautenslager driving force for program partnership
• Retired from teaching and worked for Ch. 26
• Organizational Operations
Why Video Story Telling?

Opportunities

• Engagement with the community
• Reaching the community in a format that is relevant
• Videos have a greater impact
• More information can be communicated
• Marketing your brand (Your agency is a brand)
2018
A Year in Review
Channel 26 Videos

2018 A Year in Review

• State of the City Video for 2019
• Clips taken from previous project videos
• Fast Facts
  • Chronological order
  • Highlights of city events
• 39 Total Project Hours (30 Post Production Editing)
City Hall Selfie Day
2019
Channel 26 Videos

City Hall Selfie Day 2019

- Celebrate Civic Pride
- Employee engagement
- Fast Facts
  - 1 Day Project – Shoot, Edit, Post
  - 8am Project Start, 4pm Posted Online
  - 4 Staff spent: 33 Project Hours on one 30 Second Video
Why Video Story Telling?

Challenges

• Turnaround time – Hours, Days or Weeks
• Staffing – Paid vs Volunteer
• Expectations
Pick Two

Good

Cheap

Fast
Born out of necessity

Having a few part time staff, more people were needed to run the productions properly. Partnering with a local high school that had trained students in video production, the City of Tracy was able to fast track these students into our workflow.
Database Project Hours Summary 2016 - 2019

- Paid vs. Staff Hours
Cost Benefits Analysis and ROI

WIIFM (What’s in it for me?)
- City of Tracy
  - Higher quality production
  - Greater workforce
  - More video projects for less money
- Students
  - Real world work experience
  - Training with professional video production gear and crews
- Schools
  - Real World vocational training program
Goals of the Internship Program

1. Improve Production Quality
   The right tools and the right crew for the job. Students learned all aspects of video production. Production quality improved through teaching and training. This included traditional classroom style, hands on labs, and volunteering on scripted and live production shoots.
Goals of the Internship Program

2. Develop Life and Soft Skills

• How to interact with business, community and political leaders. Skills that will help them long term no matter what field/industry they pursue.

• Working with customers, dealing with expectations, working with deadlines. Learning how to AAO (Assess, Adapt and Overcome).

• Failure is required. If you don’t fail you aren’t trying hard enough. What did we learn and how do we improve.
Goals of the Internship Program

3. Long Term Interview
   - Students and volunteers have a path to employment with Channel 26
   - Work experience for their resume
   - Preparation for future employment
Channel 26’s Operation/Business Model: Project based, On Demand

Pool Part Time Hours
• Crew size depends on the project
• Work when needed/required/on demand

Mentoring/Apprenticeship Model
• Job Shadowing
• Increasing responsibilities
• Empowerment and ownership
Video Examples

The importance of working collaboratively with staff
  • Providing a quick turnaround (social media users expect timely/accessable content)
  • Editing and formatting for different social media platforms
  • The desire for Spanish translation and community response (Animal Shelter low cost spade and neuter program).
Understanding your demographics.
iShop
2015
Channel 26 Videos

iShop Commercial 2015

• Economic Development Video to promote shopping in Downtown Tracy
• Aired on Comcast Cable
• Fast Facts
  • 50 Hour Project
  • 30 Second Commercial, 20 Cuts
  • 4 Hours of filming with 4 crew
  • No dialogue, titles or narration
  • Red iShop 9 times
I am Public Works
2016
Channel 26 Videos

I am Public Works

- Video celebrating Public Works staff during National Public Works Week
- Fast Facts
  - 1:15 Video
  - 68 Production Hours
    - 15 Preproduction, 33 Production, 20 Post
  - 3 Months Start to Finish
  - 19 locations
Monitoring the Impact

• Measuring social media activity and impacts through analytics (YouTube, Facebook, IG, etc.)
• Engagement – Comments that are good, bad and ugly
• Understanding your demographics – Who makes up your community?
Spanish Facebook Post

City of Tracy - Local Government
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Animal services of Tracy is now offering the service of spaying and neutering at low cost. Evidence of residence, low income, and a $20 co-pay, they are required for the okay. For more information, call 209-831-8364 or visit the city of Tracy animal services from Tuesday to Friday, noon at five in the 2375 Paradise Road. #Tracyca
#Tracyanimalshelter

8,029 People Reached
4,031 Video Views
326 Reactions, Comments & Shares

559 Post Clicks

Get More Likes, Comments and Shares
Boost this post for $6 to reach up to 1,000 people.

8,029 people reached
21
2 Comments 93 Shares

194 Likes
11 Loves
2 Wows
26 Comments
54 Shares
21 On Post
173 On Shares
0 On Post
11 On Shares
0 On Post
2 On Shares
6 On Post
19 On Shares
93 On Post
1 On Shares

61 Clicks to Pay
2 Link Clicks
496 Other Clicks

NEGATIVE FEEDBACK
11 Hide Post
0 Report as Spam
1 Hide All Posts
0 Unlike Page
Lessons Learned

• Seeing things from a different perspective
• If you believe in us, we can exceed your expectations
• Digital natives (grew up with the technology)
• The art of delegation
• Time management
Channel 26 Today

1. State of the City 2019 Live Streamed for the first time: Facebook, YouTube and Channel 26
2. Social Media presence
3. Department support
4. Photography
5. Three partner schools: Delta, Millennium, Kimball
Steps YOUR agency can take to create a similar program

What if my City doesn’t have an access TV station?

What are my options?
1. Start with what you have
2. Acquire the tools of the trade
3. Setup Residence on the Internet
4. Local resources
5. City of Tracy Resources
Start with what you have

- Use resources you have available
- Talk to your supervisor and leaders
- Importance of digital communication
Acquire the Tools of the Trade

Camera
- Video Camera
- DSLR/Mirrorless
- Osmo
- Phone/Tablet
Acquire the Tools of the Trade

Gear
- Tripod/Monopod (Keep the shot steady)
- Cables & Adaptors
- Portable Power
Acquire the Tools of the Trade

Audio

• Microphones to record audio
  • Lapel
  • Handheld
• Portable Audio Recorder (Field Mixer)
Acquire the Tools of the Trade

Editing Software

• Tablet/Phone (Adobe Rush, iMovie, etc…)
• PC/Laptop – Adobe Creative Cloud, DaVinci Resolve (Free), Edius
• Mac/Laptop – FCP X, Adobe Creative Cloud, DaVinci Resolve (Free), iMovie(Free)
• Plugins – FX Factory, Motion VFX, etc…
• Royalty Free Music – Soundstripe, Killer Tracks, etc…
Acquire the Tools of the Trade

Bonus Items

• Drones (Need FAA 107 License)
• Action Camera (GoPro)
• Online Editing (Tricaster/Fly Pack)
Setup Residence Online

• Video Platform – YouTube (Free), Vimeo (Free & Paid)
• Social Media – Facebook, Instagram, Next Door, LinkedIn, Twitter, etc…
• Agencies Website – Links to videos and social media
Social Media Platforms
Local Resources

- Local High Schools and Colleges
- Internal Staff
- AV Consultants
Additional Resources

• Professional Organizations
  • Capio
  • ICMA
  • League of California Cities

• Training
  • BAVC (San Francisco)
  • LinkedIn Learning
  • Kerry Shearer

• nofilmschool.com
City of Tracy Resources

• Channel 26 Materials
  • Forms
  • Spreadsheets
  • Job Descriptions
Channel 26 Tomorrow

The Future
1. Production Vehicle using PEG funding
2. Live Streaming Mobile productions
3. Drones for Public Safety
4. New Website CMS
5. New Council Chamber AV System
Final Thoughts

• Living in a digital world, highly visual
• Fast turn around
• Watching on mobile devices
• Government agencies must adapt