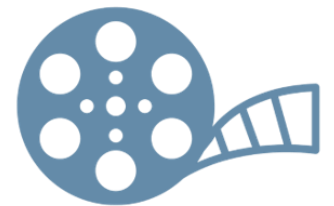




Getting reel: A tactical approach to re-designing the brand video

UAB Departments of Surgery, OB/GYN, and UAB Marketing & Communication

Marissa Keppley, Hadley Robertson, Chris Carmichael
(Not in attendance: Emme Stewart)



Meet the team!



Marissa Keppley, MBA

Administrative Director

Marissa sits on the leadership team managing operations for the UAB Department of Surgery.



Hadley Robertson, MA

Communications Manager

Hadley is a proven communications and PR professional, who serves as the communications manager for the UAB OBGYN Department.



Chris Carmichael

Digital Media Specialist, UAB Marketing and Communication

Chris is a respected videographer who has traveled internationally for collaborative projects with major publications and media companies, including *The New York Times* and *Vice*.



Emme Stewart

Communications Manager

Emme works in the Department of Surgery with Marissa. She is currently obtaining her MBA.

Today's Workshop

1. Pre-Production – Understanding your Brand and Available Resources
2. Production – Mastering the Video Creation Process
3. Post-Production – Editing Tips and Tricks
4. Results – Showing How Your Video Performed
5. Lessons Learned

Walk away with plan for your next big video!

Pre-Production

Understanding Your Brand and Available Resources

Establishing a creative plan



- Each organization will have different goals:
 - Increase Clinic Traffic
 - Raise Awareness about New Equipment
 - Remind Community of Current Offering

Branding Toolkit

- What are your brand guidelines? Google and share with us! (Raise your hand if you can access.)
 - ***Bonus points: Bookmark this page today!***
- Brand guidelines help ensure that all assets created by an organization are uniform and comply with current visual standards.

Take a look at
UAB's branding
toolkit here!



Take Inventory of Your Assets

- What elements do you have? What needs to be created?
- Ensure consistency and brand standard
- Logos, colors, font families, etc.
- **Digital Asset Gallery** – Video or image gallery available at our institution
- Know the terminology:
 - Lower Thirds
 - Intro/Outro Cards & Bumpers
 - Chapter/Text Cards
 - Poster Frames & Thumbnails



Procure New Assets

- **Images** – iStock, Adobe Stock, etc. (Your organization may have an institution subscription to one of these already! Be sure to check.)
- **Audio** – Music and Sound Effects – YouTube library, Premium beats
- **Royalty-Free Audio**
- **Popular Music**
- **Voice Talent** – Voice Overs – Think of this as an interview. You'll have to conduct interviews, pick the right fit, and
- **Animations/Graphics** – Do you need to contract this? Do you need to partner with a videographer to connect to a great animator/illustrator?

Getting into the Nitty-Gritty

- **Who exactly is our key audience?** Identify your audience – age, demographic, culture, channel, internal and external, media/PR community.
- **What are our major goals?** Identify your goals – informative, make people feel, grab/draw attention, draw action, define your identity.
- **Who knows the important stuff we need to share?** Interview the people at your organization – use those interviews to inform the direction of your video
- **What impression do we want to leave?** Brainstorm the emotions that you want people to feel.
- **REMINDER:** Video cannot accomplish everything! Remember to focus on the KEY elements you need to convey.

Video Style Inspo

- **There are several style of videos you can create:**
 - **News/Video Press Release**
 - **Documentary**
 - **Informational** – Think recruitment here – very straight-forward, facts-based
 - **Profile** – Spotlights a new faculty member or program
 - **Brand Anthem** – Explains your organizations "why"
 - **Social Stuff!** – Thinking ahead: Can you repurpose your footage to be "social-friendly," too?

Let's watch some examples and see if you can spot which style is which video!

Social Videos – Let's go viral, in a good way!



- Tips and Tricks
- How to Film Reels / TikTok Videos
- Strategies for maximizing video reach

Brainstorming Exercise: Part 1

**What does your brand need MOST
right now?**



10 minute-exercise: Building your roadmap

- Think about your organization's top three initiatives right now. What are they?
- If you had to pick a most compelling topic, what would it be? What do you need to tell your audience as a call to action?
- Think about how you'll showcase this idea. What is going to make this a good video? Do we have the abilities and resources to showcase this as a video?



Build Your Budget

Things to think about:

- Pre-Production (Scouting, Scripting, Storyboarding)
- Production (Filming, Talent, Studio time, Rentals, Location Fees, Contract Labor)
- Post-Production (Editing, Mastering, Graphics)
- Licensing (Music, Stock Elements)
- [Ex. Production Estimate](#)



Estimate

From: **Chris Carmichael Multimedia**
9555 XEE Ave
Vestavia, AL 35216

Estimate For: **UAB O'Neal Comprehensive Cancer Center**
1824 6th Ave S
Birmingham, AL 35233

Estimate ID: **121**
Issue Date: **03/19/2021**

Subject: **2022 ArtBlink Fundraiser - 60 Minute Film**

Item Type	Description	Quantity	Unit Price	Amount
Pre-Production	Pre-production, storyboarding	3.00	\$400.00	\$1,200.00
Photography/Production	Primary Filming: Scenes/Interviews	6.00	\$650.00	\$3,900.00
Photography/Production	2 Camera Operator	3.00	\$600.00	\$1,800.00
Photography/Production	Gaffer + Rental	1.00	\$1,200.00	\$1,200.00
Post-Production	Transcripts, Edit, Revisions, Color/Sound, Export for Distribution, Trailer Edit	15.00	\$650.00	\$9,750.00
Post-Production	Closed Captioning (Generate SRT, upload to Youtube)	0.50	\$650.00	\$325.00
Post-Production	Assistant Editor	7.00	\$400.00	\$2,800.00
Licensing	Music via PremiumBeat / SongFreedom	1.00	\$1,200.00	\$1,200.00
Rental	Sony FX6 or Equivalent + Evo Pro, Set Monitor	1.00	\$2,000.00	\$2,000.00
Discount		1.00	-\$1,000.00	-\$1,000.00
Estimate Total				\$23,175.00

Stakeholder Approval



- Based on your ideas – can you create a quick “pitch” of your idea that will show how they will advance goals / key priorities.
- Know the room – can you ask for some extra resources here? Will you need to DIY this video?
- Start planning now for how you’ll share your video. Content is great, but needs to be shared.

Production Mastering the Video Creation Process

Talent Identification



- Things to consider:
 - Political implications
 - Comfortability
 - On-Brand
 - Who is media trained?
- Prepping your talent:
 - Sample interview questions
 - Do/don't of attire
 - Media training or interview practice

Storyboarding & Scripting



A great resource
for scripting
when you get
back to the
office!



- Storyboard: Graphic portrayal of narrative you want to share
- Scripting tips:
 - Think about your "point of view"
 - Keep it conversational and on-brand
 - Don't over work it, less is more
 - Be flexible when filming. The best may come during the shoot.

Storyboarding & Scripting

**A great resource
for scripting
when you get
back to the
office!**



Location, Scouting & Scheduling

■ Ex. Call Sheet

LOS JETS CALL SHEET

Day 4 of 4

Saturday, April 5, 2014

Title	Name	Call	1M	2M	Out	Cell	Title	Name	Call	1M	2M	Out	Cell
CREATIVE:							CAMERA CREWS						
Exec. Producer	Mark Landsman	11A				323.6xx.0xxx	ENG Crew - A						
Exec. Producer							Camera Op.	Chris Carmichael	8:30A				919.xxx.xxxx
Assistant to EP's							Audio	Aaron Brittkofer	8:30A				919.xxx.xxxx
Exec. Producer							ENG Crew - B						
Supervising Producer	Diane Becker	O/C				323.xxx.xxxx	Camera Op.						
Consulting Producer							Audio						
Sr Field Producer							ENG Crew - C						
STORY DEPT:							Camera Op.						
Senior Producer							Audio						
Senior Producer							ENG Crew - D						
Post Story Producer							Camera Op.						
Field AP							Audio						
Field AP							ENG Crew - E						
Post Story AP							Camera Op.						
Story PA							Audio						
Story PA							STEADI - S						
CHALLENGE DEPT:							Steady Camera Op.						
Challenge Producer							TECHNO - J						
Challenge AP							Techno Jib Op.						
PRODUCTION STAFF:							AUDIO DEPT.						
EIC							Audio Supervisor						
Production Manager							A2						
Production Coord	David Orr	8:30A				336.682.8445	TECH DEPT.						
APOC							Tech. Supervisor						
Office Assistant							Tech Assist						
PA							AC	Ted Richardson	8:30A				919.xxx.2xxx
PA							AC						
PA							AC						
PA							ART DEPT.						
PA							Production Designer						
PA							Art Director						
PA							Construction Coord						
PA							Art Coord						
Assistant Dir							Illustrator						

Get to Know Your Tech

Cameras:

- iPhone – Cinematic Mode, Portrait Mode
- If you're filming on an iPhone consider updating the following: Settings > Camera > Record Video > HDR video.
- **TURN YOUR PHONE HORIZONTAL FOR "CINEMATIC" FOOTAGE.**
- Gimbal with iPhone attachment
- Mirrorless Cameras (Cannon, Sony)
- Tripod/Slider/Gimbal
- Drones, etc. - Practice flying, get a license and approval to fly in various spaces. Do your research!

Lighting:

- Ring Light or LED Lights
- "Golden Hour"
- Directional Lighting
- Window: 45 Degrees

Sound:

- Lavalier Microphone ("Lav") Connected to Phone
- Background Noise – AC, Buzzing, Ambulance, etc.
- Get a microphone of some sort!
- Pro Tip: Get another take! You never know when you'll need it.

Interviewing Tips



Nervous people

- Let the tape roll – might get you the best footage when they are chatting!

- Just have a conversation

Get portraiture shots during interview

- Walk down hall
- Look down/up + smile
- Look right down the camera
- Interaction with something or someone
- Pro Tip: Use speed and tempo. Slo-Mo and Fast-Mo can illustrate emotion and story themes.

Types of Shots and B-Roll



You have lenses, use them!

- Wide
- Medium
- Tight

B-roll examples to enhance footage:

- Building
- Drone Shots

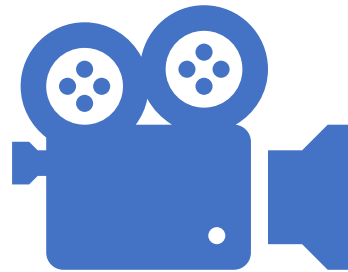
Remember - You can use your phone to capture these images, too!

UAB Department of Surgery Anthem Video



Brainstorming Exercise: Part 2

Creating your tactical video plan.



Time to channel your inner-Hollywood creative!



Let's start thinking about how you'll complete this video when you get back home.

Here are a couple of items to keep in mind:

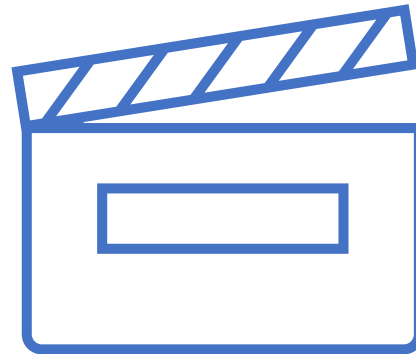
- Are there some awesome locations you can use to film? Field trip time!
- Who are the individuals who need to be your "stars"? How can you work to get them scheduled?
- How long is your content going to be? (Hint: Anything longer than 3-minutes will likely be too long.)

15-minute exercise: Create a how-to guide for yourself

1. What locations would you include?
2. What kind of shots will you include (plan everything or more organic feel)?
3. Plan who your talent will be. Will they be comfortable, available for filming?
4. How can you plan for some extra content, B-roll footage?
5. Plan music - What vibe do you want to create?
6. Decide on length of video – Hint, again: Think short and sweet!
7. How could you repurpose this video? (Leadership loves to hear about this!)

Video Planning Process

1. Brainstorm the key elements you want to include in your video.
2. Contact a videographer / work with your team to plan content and create a basic script.
3. Meet for script revisions / frame breaks to match creative vision.
4. Be open to ideas, but don't create a "camel."



HIPAA Compliance & Privacy

- Filming in the OR – Do you have approval?
- Background chatter
- Identifiable features of patients, staff, etc.
- Know your public spaces
- Live videos are riskier
- Who needs to review the video?
- You will lose footage!



Post-Production Editing Tips and Tricks

Chris' Steps for Making a Great Video

- Organize Footage
- Back-Up Footage
- Plan for Redundancy 3-2-1
- Radio Edit – Audio Only
- Story Arch
- Building Story from Transcript – Exploratory
 - Transcription Software – Understand compliance and AI concerns, if you use!
- Building story from themes
 - Mark themes in your footage.
- Pick the best and edit, edit, edit

Video Editing Software Recommendations



Beginner Software

- Adobe Rush and Canva offer very user-friendly options.
- Linkable features enable you to make last-minute edits if sending via email.

Intermediate Software

- Premier Pro
- iMovie

Expert Software

- Adobe Premiere Pro
- Final Cut Pro

Results

Showing How Your Video Performed

What should your report look like?

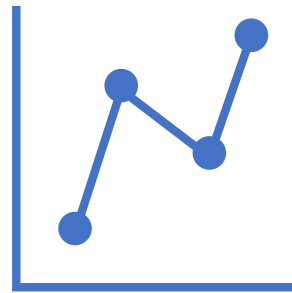


The easier your report is to understand, the better it will do!

- Put key facts about: where you placed your video, how long it was viewed, and if there was a “most viewed” section.
- This is a great time to focus on numbers:
 - Total views
 - Total impressions
 - Total engagements
- **Bonus Points:** Can you show a conversion rate or how many people took an action because of your video?

Brainstorming Exercise: Part 3

What results do you want your video to produce?



Chris' Steps for Making a Great Video

- Beginning with the end in mind is a great strategy to ensure your videos are placed exactly where you need them to reach your target audiences.
- Places you may want to share your video / pull reports:
 - **YouTube** – Does your organization have an institutional channel?
 - **Social Media** – Can you capitalize on your investment with social media ads?
 - **Clinical / Internal Signage** – This is great for patient-facing areas!
 - Thinking BIG! Commercial Space – Is there a local television station / TV market that will help you?
- Reminder terms:
 - Engagement: How many people interact with your content (e.g., like, share, comment)
 - Impressions: How many people see your content (e.g., scrolling)

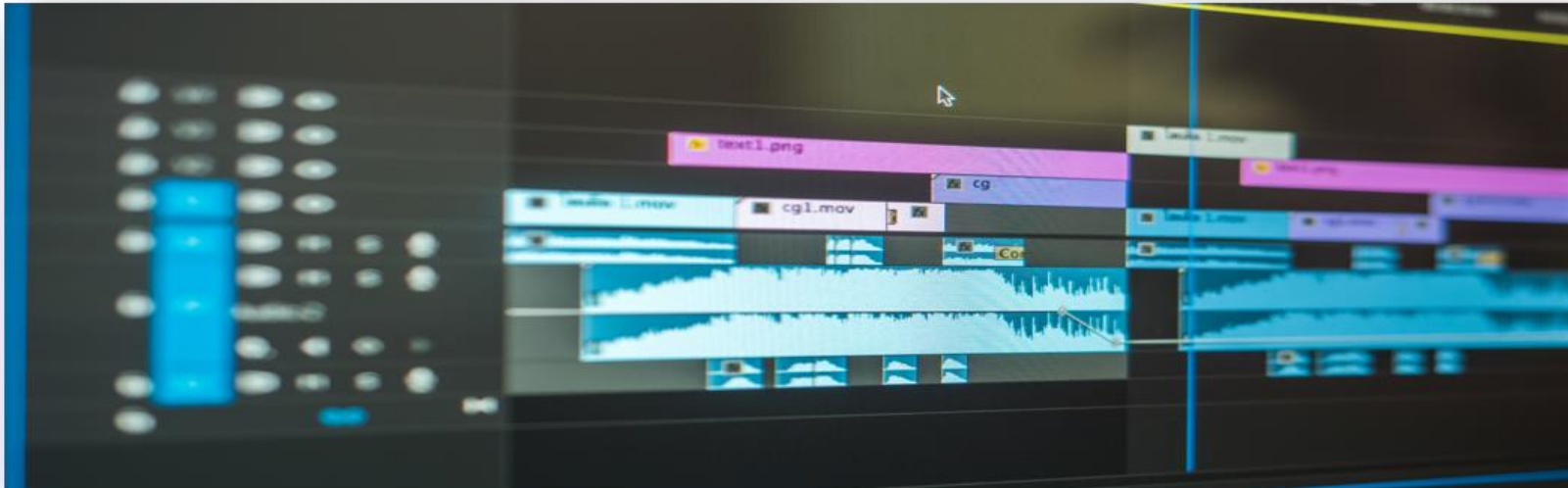
The Big Stuff Guidelines, Reminders, and Useful Info

Our Philosophy on Working with Freelance Teams

- Our creative partners are known for their talent. How can we help them capture our story?
- Be clear on initial goals of project.
- Be helpful! Go above and beyond to line up details before shooting footage.
 - **Permission to use certain buildings**
 - **Clearance to enter clinical spaces**
 - **Line up all faculty / staff needed for filming & keep clear schedule**
 - **Keep expectations clear with stakeholders & leaders (copyright issue)**

Our Philosophy on Working with Freelance Teams: Editing and Finalizing Footage

- Partner with your videographer to edit.
- Be open to critique. Thoughtfully listen and visit with leadership before providing feedback to avoid back-and-forth process.
- Come together and revisit goals and audience if there are conflicts.



Take it from us. Things we've learned.



- We could have been more intentional in who was featured.
- Some faculty were showcased multiple times. → Realize that some faculty / staff will have to cancel last-minute due to other obligations. ***Have a list of alternates!***
- Think about the optics. We inadvertently showed more women and more staff members of a few divisions.



**Contact us if you
have any questions!
We'd love to see your
finished videos!**



Questions?

Please be sure to complete the session evaluation on the mobile app!

