

# **Wildlife Center of Virginia Video Project**

## **Online Outreach Opportunities Video**

**Kristi Richardson, Mariela Zechter, and Michelle Heffner**

**James Madison University**

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## **WCV Profile**

The Wildlife Center of Virginia is a teaching hospital, with the mission of teaching the world to care about and to care for wildlife and the environment. The video team mainly worked with the WCV's Outreach team, whose main role is not only to forge bonds with online communities, but also to create real-life engagement with people across the country, particularly educators and students. The Wildlife Center has a wide variety of educational opportunities for a range of audiences, including viewing the Center's online Critter Cam and moderated discussion, unique online opportunities for classrooms around the world, field trips and tours of the Center, as well as programs presented at locations throughout Virginia. The video team worked closely with the Outreach team to improve their online opportunities.

## **Project Abstract**

The Outreach team's awareness campaign is geared towards students and classrooms; they have been working to promote the department's resources for the past few years and were not obtaining the desired results.

They did not know how to tap into the world of educators, but because it was online, they wanted to be able to reach out to classrooms across the country. The problem with cold contact is that some teachers are not very tech-savvy and are confused when presented with just a link to their online opportunities.

Our team goals were to reach out to educators in order to increase turnout to the WCV's website and its additional resources. We would accomplish this task by producing an HD online video introducing the Outreach department and its resources. We made our video simple so as not to overload our viewers with a ton of information but we wanted to make it visually stimulating so as to engage our viewers into continuing to watch it and learn about the WCV's benefits. All throughout the video there are visual cues that go along with the speakers in our video to incorporate a sense of visualization and understanding of how an educator could do the same for their classrooms.

## **Team Description**

Kristi Richardson: Onsite Coordinator and Audio Technician –  
richa3kl@dukes.jmu.edu

- Kristi helped draft and construct the questions that were going to be asked for onsite interviews. As well as being the main transportation driver for the video team to get to our shooting site. She also helped with



the recording of the audio during the WCV interview. Lastly, she created the online video of how to navigate around the WCV website to show educators how easy it is and gathered b-roll of images to incorporate into our promotional video.

Mariela Zechter: Producer and Project Manager – zechtema@dukes.jmu.edu

- Mariela oversaw the general process of planning the video shoot. While on location, she coordinated camera positioning and assisted Michelle with capturing footage. She conducted the interview from behind the camera. During post-production, she cut parts of Lynda Matheson's interview and drafted the project documentation report.

Michelle Heffner: Editor and Videographer – heffnema@dukes.jmu.edu

- Michelle prepared the team and equipment for onsite visits and directed all the Virginia Wildlife footage. She was an incredible asset to post editing with her skills in Final Cut Pro and was extremely diligent in making the most of the footage and audio provided, having done a majority of the editing.

## **Technology Description**

Before coordinating the video shoot with the Outreach team, Kristi used her phone to record a checklist of everything that they wanted us to include in the brainstorming process for the video. For the video shoot, we used a Canon 60D camera that we rented from the SMAD equipment checkout room, as well as a Zoom recorder for the audio.

In post-production, we used Final Cut Pro to edit the video and align the audio from the microphone with the footage from the DSLR. To show viewers exactly how to log on to the website and how it works, we used QuickTime Player to record the computer screen and used our mouse to show navigation ease of the WCV's website. We will submit the video to Shelly Hokanson on a DVD.

## **Authentication**

Shelly Hokanson will have the video and upload it to the WCV's Vimeo account.



## Usage Documentation



*Post-production was done using Final Cut Pro.*

## Deployment Documentation

Consider working on a slogan that can follow a hash tag, especially on Twitter (when posting video clips). This will make it easier to track online audience viewership. The videos can be incorporated into the launch page in order to garner audience interest if they have to click through to another page in order to see a video, the audience turnout might not be as high. It could be useful to promote the video on the WCV's social media pages such as Facebook, Twitter, and Pinterest. If the WCV wishes to do so, they can cut pieces of the video into 6-second clips to promote themselves on Vine.

The video will be made available on the WCV's Vimeo Account.



## Looking Ahead

The WCV should take into consideration of having the Critter Cam video feed highlights and posting them to Facebook, Twitter, Vine, and maybe even Instagram. On Vine, the WCV would be able to track audience reception based on the number of loops on a particular video. Analyzing the statistics on these videos will help the Outreach team figure out what kind of content is more likely to engage online users.

The WCV could really benefit from having one of their videos go viral. 30-second information videos about each of the animals could help the Outreach team achieve this goal and make their mark on the web.

The WCV should continue collecting and receiving visuals from classrooms to show future teachers the actual work they could incorporate into their lessons. Children at a very young age are always interested in animals and it's an easy target to sell to teachers.

The Outreach program could also receive feedback from teachers about the way that they can improve their outreach opportunities and get the insiders view on how they can do better. Having questions for teachers like: In what ways could we improve our programs that better suits your learning environments? What would be a fun activity that the WCV could incorporate into their programming to help engage in student learning?

Technology is always improving so since our class has been Skyping with the vet teams there could be an opportunity for classrooms to set up live session with the Outreach team via Skype to actually see the animals they are learning about and using as their ambassadors. Giving the students the opportunity to actually visually see the animal in person and see the people they are contacting with gives them a visual incentive that's unlike any paper assignments they'll ever receive.