VIDEOGRAPHY & STORYTELLING: PLANNING YOUR VIDEO



Division of Extension

WISCONSIN UNIVERSITY OF WISCONSIN–MADISON

College of Agricultural & Life Sciences

Rural Partnerships Institute

WTCAC WISCONSIN TRIBAL CONSERVATION ADVISORY COUNCIL

Great Lakes Intertribal Food Coalition



Introductions

- Hi, I'm Anne. I am a Communications Manager at UW-Madison Extension. I have been with Extension for close to a decade working on communicating outreach programs and coordinating partnerships. I have my Masters in science communications and a bachelors in biology and sociology.



Step 1 - What are your goals?

- Peer-to-peer education
- Education to the broader community
- Driving traffic to your website
- Encouraging event attendance
- Building awareness
- Gaining social media followers



Step 2 - Who is your audience?

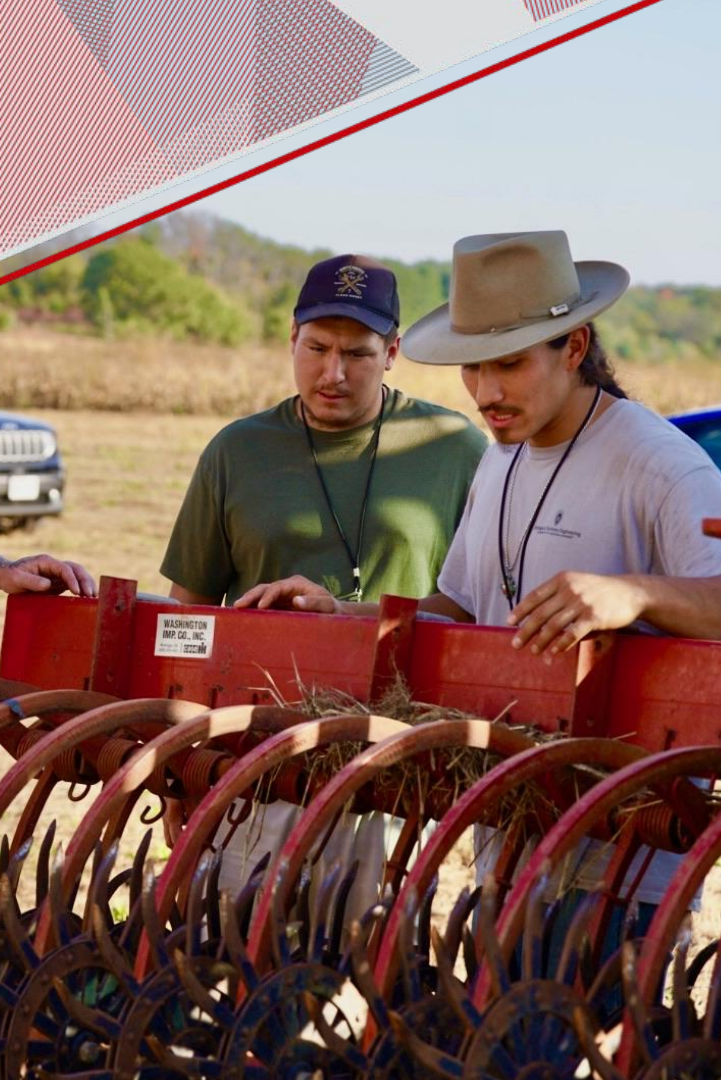
- Tribal community members
- Fellow food producers, harvesters or fishers
- Potential new customers
- Partners and potential funders



Step 3 - What is your video's focus?

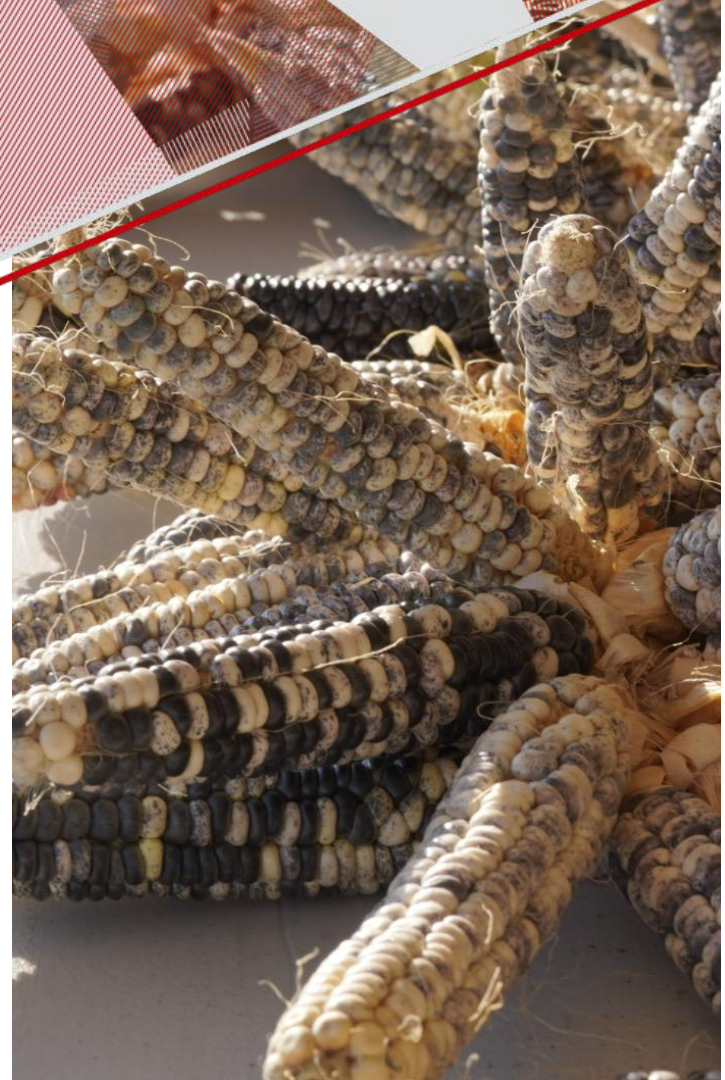
- FIRST:
  - What do you see/do on a day-to-day basis?
  - What knowledge can you share with others doing similar work?
  - What questions do you get over and over again?

- THEN:
  - Will this help you reach your goal?
  - Will this interest your audience?
  - What is easiest for you to gather footage of?



Types of videos

- Multiple videos edited together with a voiceover
- Still photographs edited together with music or a voiceover
- First-person video
- Third-person video
- Editing together two very different shots - before and after, expected vs reality, X ways to..., etc.



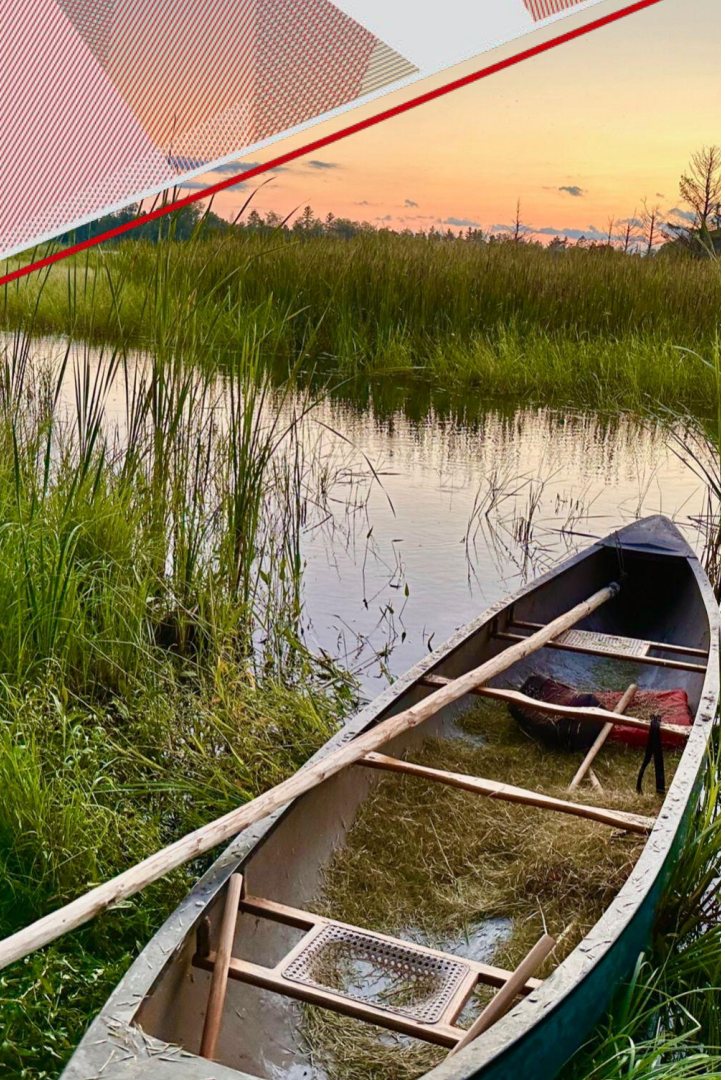
Look to others for inspiration

- Skenandore Studio
- Giiwedin Indizhinikaaz
- Indigenous Food Lab
- Marshall Asini
- John Wooden Ware
- James Vukelich
- Taylor On the Land
- Wheatfield Hill Organics



Step 4 - Outline your video

- What is your hook? Don’t overthink it!
- What is your main takeaway?
- What type of shots will you use?
- Do you need a script?
- How do you want to end your video?



Now it's your turn!

NEXT SESSION: EDITING & CAPTIONING

November 9 from 12-1 PM CST

What to bring:

- Your **video outline** from today
- **Download the Edits app** to your phone for making Reels on Instagram or Facebook
- You will make a practice Reel and will need **three video / photo elements** to incorporate into the Reel:
  - **One short video** panning across a scene you'd like to highlight (such as your farm or a maple tubing system)
  - **One close-up video** (such as a corn plant or a maple tap)
  - **One photo**
  - These don't have to be perfect, it is only for practice!

go.wisc.edu/tribal-food-trainings

