



## **SEVA Media Teacher Meeting**

**November 5, 2018**

**Del Campo High School – Room 49**

4925 Dewey Drive  
Fair Oaks, CA 95628  
5pm to 7pm

### **Meeting Notes**

#### **Del Campo HS Presentation**

Historical Background – Teaching is the second career for Brian Weitzel. He started off in sales for 10 years and realized his favorite part was the presentation, teaching and explaining. In 2001 he started teaching at Will Rogers Middle School. When Brian arrived, the program was just a live announcement in the morning. A year later a digital program was proposed, and Brian took over the program with another teacher. After Will Rogers, Brian went to Andrew Carnegie Middle School for 12 years and then moved on to Del Campo High School to help build their pathway program. Brian is going in to his third year at Del Campo.

There are three different media classes offered, including an intro to media arts, video production broadcast, and video production. Brian started doing live videos at Will Rogers and has continued that process at Del Campo with a live daily announcement program. Brian enjoys the permanent deadline of doing the show live and thinks it helps the student prepare. Brian would like to do a 60-minute taped program with his second pathway class. The show is delivered during 2<sup>nd</sup> period via cable and snap stream IP delivery system, it is also recorded and posted on VIMEO.

One thing that Brian had not anticipated were the needs of the deaf and hard of hearing community on campus. Brian was approached by the deaf and hard of hearing teacher and asked about how their class could watch. Brian began to include closed captioning and then secured an additional camera to cover an interpreter. An added benefit has been the English as a second language students who have enjoyed being able to understand the broadcast with the closed captioning. The broadcast is also now being used for the ASL class to help them practice.

Brian connected with SECC early on and found that the SEVAs had a great simple curriculum. Brian uses this as the center for all of his class's curriculum. The intro class goes through the various categories starting with PSAs and then moving through news packages, documentaries, and instructional videos. At the end the students get to go back and pick what they want to make. At the end of each project the class has a showing day where they all watch the videos while sharing critiques. Brian has found this is a great way for the students to get feedback from their peers.

#### **Round Table Sharing**

Del Campo – Started having challenges with Tricaster in May of last year. After sending it back multiple times over the summer, and using loaners in the meantime, they have received refurbished machine that is working.

Smythe - Smythe is currently doing a live broadcast every morning.

There is a concern around including both first and last name for students in lower thirds. SECC has changed the policy for their videos and will only be including first names for students going forward, they will continue to use first and last name for adults. Using a student's full name is a major privacy concern. Each school/district is different in terms of their policy that are still currently being shaped. The SECC board has had this conversation as well, so the information should be available shortly.

SECC is working with Dave Davis to schedule another training this year, Doug hopes to have information on a date, location, and pricing by January. There is a lot of interest from both first time attendees as well as those that attended the training last year. Teachers that attended the session last year felt it was the most valuable thing they had ever done and many changed their curriculum to reflect what they learned, throwing away their old materials. Students have started to pick up on lessons much quicker with the new style.

The CTE and SEVA websites were recommended for those that need assistance with lesson plans and ideas.

Sunrise Elementary School had a visit from Channel 10 for their walk to school day. Students got to tour the news truck and spent 3 ½ hours filming with the team for a 1-minute clip.

Tammy Null at Markofer had one of Vernon Bisho's high school students come to her class and showed students production standards like the rule of thirds, and in return Tammy's students were in the high schooler's silent video for SEVAs. Many teachers were excited about the possibility of High School/Elementary School Mentorship opportunities across schools and even districts.

Joann Darrow of Del Paso Manor Elementary spoke about the benefits of having other students review each other's work. Suggested sharing students work with other schools as well. Jeff Darrow added that he sees a benefit to sharing the videos with people who are in the industry as well. SECC is available to help however needed. Please feel free to reach out to review pitching ideas, preview videos or however else you need.

## **Break for Dessert**

### **Holiday Programming/PSAs for Upcoming Events**

Please share any holiday programming that you have. We would love to share it on the channels. Sylvan has a spreadsheet of all the random holidays, such as sandwich and pie day, and does videos for them.

## **Updates**

30<sup>th</sup> Annual SEVA Award Night – May 5

Locked in at Sac State with 5pm Red Carpet, 6pm Show

SEVA Teacher of the Week

Still going! Thank you for all that you do. Administration, including the SECC Board, is viewing the videos and sharing very positive feedback.

SEVA Studio Profile

SECC is currently visiting SEVA Studios to shoot profiles that will be shared via their website. These videos are a great way to show others what is going on in your program and can be used as a resource to request additional funding.

SEVA Teacher Forum

Make sure that you are subscribed to receive notifications when new content is posted. SECC is working on sharing more information via this platform.

#### Closed Captioning

The YouTube interface has changed since SECC made their tutorial so there will be an updated closed captioning video shared shortly.

#### Highlight Clips

Please share clips from your program that can be shown at the meeting. It would be great if all teachers could pick one piece that has really struck them for one reason or another, since the last meeting.

#### **Upcoming Meeting Dates**

January 14, 2019– 5pm SEVA Media Teacher Meeting @ Sunrise Elementary School Library

June 10, 2019– 5pm SEVA Media Teacher Meeting @ Toby Johnson Middle School

#### **Upcoming Events**

SEVA Studio Grant Deadline – January 18

SEVA Entry Deadline – March 1

NAB – April 8 & 9 @ Las Vegas Convention Center (See Attachment)

Brian is talking to San Juan USD about allowing teachers to go.



## NAB 2019 Trip for Media Teachers

National Association of Broadcasters Conference in Las Vegas – April 8 & 9, 2019

Each spring, SECC staff coordinates a trip to NAB in Las Vegas for area media teachers. The purpose of attending the convention as a group is to share the experience with like-minded teachers (especially SEVA teachers), to network, and to efficiently utilize the limited time. NAB is a huge convention that showcases the latest technology in the broadcast media industry.

Attendees have the opportunity to connect directly with product reps for the equipment we use every day and learn new techniques and strategies on how to best utilize these tools. We can ask questions and get hands-on demonstrations while building relationships to continue the support and growth of our programs in Sacramento. There are also many software demonstrations by industry professionals showcasing their industry work to inspire and teach us what we can do with our students.

This is the ultimate event for media teachers looking for new and innovative ways to create, manage and deliver media education to area students from creation to consumption. Come engage with industry leaders as they share their stories, solutions, techniques and personal journeys.

SECC welcomes any teacher to join us for one day, or both, at NAB, April 8 & 9, 2019. We will be available to guide you around the conference and answer any questions you may have. We will be staying at the MGM Park Hotel and welcome you to join us. Please see the attached itinerary for more details. SECC can provide free access to the conference (link and code below), but each teacher is responsible for their own flights, taxi/Uber, bag storage, hotel (conference lodging link below) and meals.

**NAB Conference Registration:** <https://inv.t.io/1ediF4PCEOT>

Free Exhibits Pass: JOINME

**NAB Conference Lodging:** <https://www.nabshow.com/register-and-plan/book-hotel>

Select Park MGM formerly the Monte Carlo

Please note: Conference registration must be done at least six weeks in advance of the show and conference hotels fill up quickly. We recommend registering for NAB and reserving your hotel by January 1<sup>st</sup>. Due to costs and release time from school, some teachers may choose to make this a one day trip, leaving and returning the same day. See attached itinerary for details and options.



**SACRAMENTO EDUCATIONAL CABLE CONSORTIUM**

4630 Northgate Blvd. – Suite 160 Sacramento, CA 95834  
(916) 920-1006 - [www.secctv.org](http://www.secctv.org)

Please let us know if you are planning on attending and if we can answer questions.

### **NAB 2019 – 2 Day Trip**

<b>Itinerary</b>	<b>Projected Costs (as of 10/31/18)</b>
Monday, April 8, 2019	
5:00am – Economy Parking at Sacramento Airport	\$20.00
7:15am – Southwest Flight 2136 – Sacramento to Las Vegas	\$128.00
9:00am – Uber to Las Vegas Convention Center	\$20.00
9:20am – Leave overnight bags with FedEx Bag Storage	\$5.00
9:30am – Show Check-In	
10:00am – Show Opens	
12:00pm – Lunch at Show	\$15.00
5:00pm – Shuttle to Park MGM Hotel	Free
5:30pm – Hotel Check-In	\$197.00 (\$137.00 + tax & resort fee)
6:30pm – Meet for Dinner	\$25.00
Tuesday, April 9, 2019	
8:00am – Check-Out of Hotel	
8:30am – Shuttle from Hotel to Las Vegas Convention Center	Free
8:45am – Leave overnight bags with FedEx Bag Storage	\$5.00
9:00am – Show Opens	
12:00pm – Lunch at Show	\$15.00
4:30pm – Uber to Las Vegas Airport	\$20.00
5:30pm – Dinner at Airport	\$15.00
6:30pm – Southwest Flight 167 – Las Vegas to Sacramento	\$128.00
8:00pm – Arrive in Sacramento	
<b>2 Day Total Per Person</b>	<b>\$593.00</b>

### **NAB 2019 – 1 Day Trip**

<b>Itinerary</b>	<b>Projected Costs (as of 10/31/18)</b>
Monday, April 8, 2019 or Tuesday, April 9, 2019	
5:00am – Economy Parking at Sacramento Airport	\$10.00
7:15am – Southwest Flight 2136 – Sacramento to Las Vegas	\$128.00
9:00am – Uber to Las Vegas Convention Center	\$20.00
9:30am – Show Check-In / Enter Show	Free
12:00pm – Lunch at Show	\$15.00
4:30pm – Uber to Las Vegas Airport	\$20.00
5:30pm – Dinner at Airport	\$15.00
6:30pm – Southwest Flight 167 – Las Vegas to Sacramento	\$128.00
8:00pm – Arrive in Sacramento	
<b>1 Day Total Per Person</b>	<b>\$336.00</b>

If you're interested in joining us this year or if you have any questions, please contact Doug Niva at SECC - (916) 261-7008 or [doug@secctv.org](mailto:doug@secctv.org)