

SEVA Media Teacher Meeting

January 14, 2019
Sunrise Elementary School
11821 Cobble Brook Drive
Rancho Cordova, CA 95742
5pm to 7pm

Meeting Notes

Presentation

Trevor Harding teaches fifth and sixth grade at Sunrise Elementary School. This is his third year entering the SEVAs. This summer Sunrise got a new SEVA Studio in a portable. It took Trevor a month or two to learn the new setup and equipment and took him another month or two to teach his students. The program releases two ten-minute episodes a month through YouTube and the episodes are watched by majority of the school. The media students have also been asked to film other events. Trevor would like to be able to use the Tricaster to film assemblies in the future. There are three separate teams that work within the media program including a group of 2nd-6th graders that meet at 7am. Trevor uses the SEVA curriculum along with the curriculum from the training he went to last summer. He also teaches a full curriculum on top of teaching the media classes. Trevor's biggest challenge is teaching his students how to write stories.

Round Table Sharing

Vernon Bisho – Vernon of Center High School announced the call for the 6 Hour Film Festival. The festival will begin at 9am with students receiving their instructions. They will then write, shoot, film and edit a show that will be given to the judges that same day. There will be two groups this year, an experienced and an inexperienced. There will be a cap at 25 teams. Experienced Middle School students are invited to participate. Visit: <https://sites.google.com/a/centerusd.org/6-hour-film-festival/> for more information.

Thuy Pham– Creative Connections Art Academy is half-way through producing their full-length movie which will premiere on March 30th at the Crest Theater. Tickets will be \$5. The students and Thuy are learning a lot through the process. There is a \$6,000 budget and students get to see how much can be done with a smaller budget. They are also learning all about the challenges that go into video production on a full-length movie. The storyline is about students creating a report on women in history, so they go back in time to interview them. This is Thuy's 7th movie that he has done with his classes. Visit [Portals Through Time](#) on Facebook for more information.

What do you do to help students generate original ideas? Dana of Toby Johnson explained that she spent time with her students looking through magazines and explained to them how inspiration can come from anywhere. They were able to find an article and relate it back to a segment that they created for their show. The class discussed relating the various articles to themselves and their school. Jeff Darrow of John Barrett spoke about watching the All Entries Reel on the SEVA website from previous years for ideas. Jeff also suggested the "Perennial Seller" which is a book about finding your own niche. Trevor of Sunrise suggested looking at what is in the general area of your school. There is an Airforce Base near Sunrise and the students looked into the history of it. Joann Darrow of Del Paso Elementary also suggested looking at current events and what is trending. Joann has elementary school students with her all day, so they are able to write in their notebook ideas, what is important to them and what

they value. Joann has found that it is different for different age groups, for example what is important to her is very different from what is relevant to her students, which helps start the conversation of who is the target audience for their video and will they value the information.

Why do a broadcast every day? John Hull at Luther Burbank High School has changed his program to only two days a week and feel that it has made a huge difference. He feels that it is no longer something the students have to do, and they enjoy it more. Dana said that she has received the same question. At Toby Johnson the broadcast is used for bulletin announcements so there is plenty of information to share. She took away one day of broadcast and the students were upset, they wanted to have a show every day. The biggest complaint Dana receives from the students is that she doesn't have enough time to teach them because they are always in production mode. Brian Weitzel of Del Campo High School feels that it is easier to have a daily show at the high school level because there is always something going on. Brian also feels that it is important to keep the daily broadcast because it really teaches students deadlines and since his show is live, they learn a lot about problem solving as well. Brian also has a block schedule so he feels he is fortunate to have enough time to do both the broadcast and spend time teaching the media students. Josh Creeger of Cordova High School said that he could do a daily show with the amount of information they have, but his students currently do a nine-minute show twice a week. Most teachers show it in their classroom and the YouTube links get a couple hundred views. The teachers also utilize the intra-drive.

How do PE Classes watch broadcast? Dawn Williams explained that Franklin High School uses an encoder that sends broadcasts out to intranet and then PE watches it through projector. Franklin's broadcast is an eight-minute show that is played on a 90-minute loop in case the teacher missed it the first time. Julie DeAugua at Albert Einstein Middle School said that all four PE teachers take their students into gym and while students warm up they watch the broadcast by playing it on the wall.

Joe Parente– Joe is a part of the SECC Board and has been discussing cross district critiquing for videos. He has been working with GoReact which is an online video tool that allows you to upload a video link and provide critiques while you watch. The SEVA rubrics are on the site and this could be an opportunity for CTE Programs to be able to tap into cross district critiquing. Joe has the opportunity for 25 teachers to participate so if you are interested please email him at: parente@csus.edu. The contact at the company is a graduate of San Juan High School. If you are trying to teach and critique this could be a great tool.

What do you use to download videos off of YouTube? John Hull said that all of the online resources he has used are blocked by school district or lead to a virus. Doug and Abby suggested ClipGrab which is used by SECC.

Closed Captioning Tutorial: https://youtu.be/UVAAVslN_8g As a reminder SECC created a tutorial on how to use the closed captioning tool on YouTube. You can locate it under the Transcriptions tab on the left hand side of your YouTube Studio page.

Teleprompting Software Recommendations: There's a couple teleprompter software solutions available at varying prices. Easyprompter.com has a free mode, but is blocked by some districts. SECC is currently using PowerPrompter on Macs, but it's \$50 - <https://suborbital.io/powerprompter/>

Updates

SEVA Entries – March 1 – New SECC Address

SEVA Producer Interviews

Doug will send an email shortly to sign-up. This is first come/first serve so please include your top three dates and times so SECC can try to fit everyone in.

30th Annual SEVA Award Night – May 5

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

Red Carpet Crews

Great part of the evening if you can have a camera operator and reporter on the carpet. SECC will be ordering new step and repeats with the new logo, hopefully will have more space this year.

SEVA Teacher of the Week

SEVA Studio Profiles on SECC Site

SEVA Teacher Forum

If you need access to the forum please reach out to Doug. SECC does monitor it so please feel free to post any questions you may have.

Joh Hull also suggested: RTNDFTEACHER@LISTSERV.KENT.EDU as a place for information around media and additional resources.

Highlight Clips

Summer Media Teacher Bootcamp:

Monday, June 24 through Thursday, June 27, 2019

8:30am to 5:30pm - Center High School

\$450 includes light breakfast and lunch each day

In support of our region's media teachers and the SEVA Studio Lab Grant project, SECC is planning a one-week intensive video training. A video storytelling boot camp, perfect for the first-time broadcast teacher, or the veteran looking to refresh and recharge. The workshop will provide inspiring sessions in the morning and challenging, hands-on assignments in the afternoons.

Instructors Dave Davis and Brandon Goodwin from the Academy of Scholastic Broadcasting group from Springfield, MO will lead teachers through the week with the support of SECC staff. Attendees are asked to bring their own production equipment to the workshop, specifically the equipment that their students use: video camera, recording media, microphone, tripod and headphones.

If you're interested in participating, please let Doug (doug@secctv.org) know as soon as possible. We need a minimum of 20 teachers for us to move forward with planning and registration.

Upcoming Events

January 18 - SEVA Studio Grant Application Deadline

March 1 - SEVA Entry Deadline

May 5 - SEVA Award Night

April 8 to 9 - NAB at Las Vegas Convention Center

INCLUDE FLYER

June 24 to 27 – Summer SEVA Media Teacher Bootcamp

Next Meetings

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

September 2019 – 5pm SEVA Media Teacher Meeting at Inderkum High School

SECC's New Address

4630 Northgate Blvd. – Suite 160

Sacramento, CA 95834