



SEVA Media Teacher Meeting

Andrew Carnegie Middle School
Room G1
5820 Illinois Ave
Orangevale, CA 95662
January 13, 2020 • 5pm to 7pm

Meeting Notes

Introductions & Idea Sharing

- Teachers are currently using WeVideo, Premiere, Final Cut Pro and iMovie to edit their videos.
- Many teachers follow the practice of letting students create PSA's and having the class provide critiques.
- The group would like a platform that can be used to share ideas and resources. SECC will look into Google options.
- There was a request to move the deadline for SEVAs back to allow for more time to teacher the different categories. SECC will discuss and get back to the group.

Andrew Carnegie Presentation

This is Erik's fourth year teaching media. There are 36 students in Erik's media class, which meets daily, consisting of 7th and 8th graders. The 8th graders that have participated previously help run the program in the beginning of the year so that those just starting out can learn the basics and focus on learning the skills necessary to create content by themselves. After four weeks his students are running everything themselves. Students use the TriCaster to broadcast the program to the whole school. Erik uses WeVideo and said it has been an awesome tool for the students to edit their videos. Erik also attended the summer workshop last year, which he felt really made a difference in how he approaches media with his students. The first three years Erik was just on Google trying to figure it out but training really gave him the tools to teach the students how to properly set up shots, use their equipment, and edit.

SEVA 2020 Updates

Stickers

SECC now has stickers! Please ask if you would like some. The only request is that students are asked not to put them anywhere that is not sticker appropriate such as lockers or school property. SECC will be doing something fun with stickers on social media so keep an eye out for that.

Office Hours

The next SEVA Teacher Office Hours will be held on Wednesday, January 22 – 5pm to 6:30pm at the SECC Office. This is a great opportunity to get one-on-one assistance from Doug. SECC is trying to host these once a month so if you are not able to make these there will be another opportunity.

SEVA Interviews

SECC will be sending out crews beginning in late February. SECC uses these interviews for multiple outlets throughout the year, including SEVA TV, Award Night, SEVA Teacher of the Week and SEVA Features. SECC would like to start doing interviews earlier this year to allow more time and to get more SEVA Teacher of the Week's completed. Once your entries are in please reach out to Doug to schedule a time. Each student is asked about seven questions and interviews take about 5 minutes per student. The crew will need a quiet space and room for lighting equipment. Studio space would be ideal if available.

SEVA Reminder

Entries are due February 28th and must be in SECC's hands by 7pm that night. No entries will be accepted after 7pm. You can put entries on a flash drive or link to your YouTube upload. Flash drives will be given back at Award Night, but you may pick them up at our office if you need them earlier. Please also remember to name entries purposefully with either the show entry ID number or the title of the video, this makes the entry process much quicker and more accurate.

Here is the SECC link for further contest information: <https://www.secctv.org/seva/contest-information/>

Studio Profiles

SECC continues to build SEVA Studio Profiles for all sites that have received SEVA funding or assistance. As a reminder, the profile includes a video about your specific program, the SEVA Teacher of the Week video and a webpage. This is a great resource to show your school board or community what you are doing and why these media programs are so important. Please reach out to Doug or Jessica if you would like to schedule a profile shoot for your site. To see examples please visit: <https://www.secctv.org/seva/seva-studio-labs/>

Teacher of the Week

The SEVA Teacher of the Week program is a 1-minute segment that focuses on SEVA Teachers and all the amazing things their students have to say about them. Right now, SECC is putting together the 2019 footage. Even if a teacher has been featured before, there will be an updated version with the new content. Please contact Doug to set up a time for SECC to come out and speak to your students. This is a wonderful opportunity to showcase you and your SEVA Studio. All current videos and writeups can be found under: <https://www.secctv.org/seva/teacher-of-the-week/>

ID Printer

SECC is excited to announce the SEVA ID Badge program where each teacher will receive up to 30 badges for their program. The badges include a school or media program logo on one side and interview tips and tricks on the back. Please send Jessica or Doug an e-mail with your logo, any wording you would like included and how many badges you would like.

Logos

SECC is in the process of setting up a meeting with design students at Franklin High School to work with SEVA Studios to create studio logos. This project is still in the very early stages so as soon as there are more details SECC will reach out.

AudioBlocks/StoryBlocks

All SEVA entry music must be copyright cleared. AudioBlocks provides a large database of music that is all copyright cleared. SECC has a new contract in place with up to 100 seats for

teachers to log in and use the service for free. Students can preview music but only teachers can download the music. It is very Important that two of the same credentials are not logged on at the same time as they will shut off SECC's access. Please send Doug an e-mail if you need a login.

Other music sources such as WeVideo music is also copyright cleared. Please share any other music resources you may have with SECC, they will be included under: <https://www.secctv.org/seva/resources/>. Music from sources such as YouTube Music library will not work for the SEVAs. Please e-mail SECC before the entry due date if you have questions about music.

SEVA Training Series Clip

SECC brought on Trevor Harding to help create a series of training videos for SEVA Studios. This series has been created as a resource for those who are newer to media. SECC wants to continue to create short support pieces as an easy resource for teachers and students to reference.

These videos will be available on SECC's YouTube Channel playlist as well as on the website under: <https://www.secctv.org/seva/resources/>.

Please let us know if you want to help with these videos, have topics/ideas, or want to star in one of the training videos.

NAB Trip for Teachers – April 21 & 22

The National Association of Broadcasters Convention will once again be hosted in Las Vegas. This is a great opportunity to try new gear, talk to tech representatives, and listen to film and audio editors. Last year, audio editors from the movie Bohemian Rhapsody did several presentations. The attached handout provides all the details and breakdown of budget and projected costs if you would like to stay a day or two days. There is no cost to get into the actual event, the cost consists of transportation, hotel, and food. Several SECC team members will be attending and will be there to help with any questions you may have/will show you around this massive event.

Summer Workshop for Teachers – June 15 to 18

Save the date flyer is attached. The event will be hosted at Center High School again and will have quite a few different session options. The feedback from last year was at the center of planning for this year's event. Sessions will include training on cameras, audio, lighting, WeVideo, Tricaster, Premiere, and manual camera operations. There will also be information on media program management and networking capabilities. The workshop will be from 8am-5pm with breakfast and lunch provided. Cost is about \$400-\$450 this year.

SEVA Judging Session

Judging panels for the SEVAs consist of about 4-6 judges. Judges are teachers, administrators, industry professionals and those who have various experiences in media. All entries are categorized by ID number, category, age group, show title, and target audience. The rubric that is used during judging sessions can be viewed on our website in the SEVA section (<https://www.secctv.org/seva/contest-information/>). The SEVA from the previous year will be shown first as an example. Then the group will watch through the videos for the category. If the group is not able to make it through the whole category, the top three videos from the first session will be included during a second judging session along with the remainder of the videos. At the bottom of the judging form is a section for comments, which are shared directly with the

students. Once scores are in, SECC averages the scores to find the winner. Each judging session is about 3 hours. There are morning, afternoon and evening judging sessions. A teacher will never judge videos from their site and SECC staff is not allowed to judge videos. Please send Doug or Jessica a note if you're interested in being a judge.

Studio Visit or Closed Captioning Demo

Please visit SECC's website for the Closed Captioning video tutorial:

<https://www.secctv.org/video/closed-captioning-tutorial/>

If you still have questions, please contact SECC before SEVA entries are due.

Upcoming Events

January 22nd – SEVA Office Hours – 5pm at SECC

February 28th – SEVA 2020 Entry Deadline

April 19th – SEVA Award Night at CSUS

April 21st & 22nd – NAB Trip for Teachers

June 8th – SEVA Media Teacher Meeting: Franklin HS

June 15th to 18th – SEVA Summer Workshop for Teachers