

Minnesota Association of



# Government COMMUNICATORS

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## *“Utilizing Video in Communications”*

MAGC invites you to join us for a professional development workshop and networking with colleagues. Ken Stone will provide insight and expertise in using video as part of your communications program. You can register for one or both workshops.

### **When & Where**

**Part 1: July 15, 2009, 11:30 a.m. – 1:30 p.m.**

**Part 2: August 19, 2009, 12 – 4 p.m.**

**Minnetonka Community Center**

**14600 Minnetonka Boulevard, Minnetonka**

### **Part 1: Why Should I do a Video? (And how much is it gonna cost me?)**

Videos can be very effective in getting out your message – but they can be overpriced and underused if you’re not careful or are just unlucky. This presentation may not change your luck, but can better prepare you the next time you consider creating a video.

Ken will discuss the things that you should consider before picking up a camera (or picking up the phone). What makes a great video? How do videos present your message in a fundamentally different way than printed materials? Should you have a script or do a “reality” video? When is “You Tube” style good enough?

If you hire a production team, what are the rules of engagement? Ken will also provide some guidelines on when you can skimp on production – and when you might want to pay extra.

### **Part 2: How Should I Do a Video? (And why is a tripod so important?)**

This half-day presentation will focus on the principles and strategies for effective visual storytelling.

The first half of the session will use examples of award-winning television reporting and photojournalism to help lay out the principles of good video storytelling, including:

- Visual Style: why or why not pan, tilt, zoom, dissolve
- Sequences: how to capture them and why they’re important
- How great video helps make narration more effective
- Natural Sound: Why use it and how to capture it
- Story Structure (foreshadowing, surprises, climaxes and denouement)

The second half of the session will provide lessons on:

- The basics of interviewing: how to set up an interview so it not only looks good (framing, lighting), but is also conducive to providing better information
- The (very) basics of conversational writing

## **About the Speaker**

Ken Stone spent 20 years in radio and television news as a reporter, news anchor, news producer, talk show host, documentary producer and news director. He worked in commercial radio and television for six years and then spent 14 years in public television and radio. For seven years, he was an anchor and reporter for Twin City Public Television's *NewsNight Minnesota*. From 2002-2009, he served full-time on the faculty at the University of Minnesota School of Journalism and Mass Communication and is now adjunct faculty. He currently runs his own media and video production company. He is an Emmy award winner for documentary work and also a winner of the Silver Baton, which is Columbia University's broadcast equivalent of the Pulitzer Prize.

## **Cost**

**Part 1: FREE for MAGC members; \$10 for non-members**

**Part 2: \$15 for MAGC members; \$25 for non-members**

Non-members can purchase a 2009 MAGC membership with these workshops (\$60) and register for the workshops at the member rate. MAGC members receive reduced entry fees for MAGC events including professional development workshops and the annual fall conference and also receive member e-news.

## **Lunch**

A bag lunch from Great Harvest Bread Company and beverages will be provided.

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## Registration

Deadline to register for Part 1 is Friday, July 10 and the deadline to register for Part 2 is Friday, August 14.

To register, email Sara Swenson ([sswenson@dakotacda.state.mn.us](mailto:sswenson@dakotacda.state.mn.us)) or call her at (651) 675-4434 and provide the following information. This form can also be faxed to (651) 675-4444 to Sara Swenson's attention.

Name: \_\_\_\_\_

Agency: \_\_\_\_\_

Email Address: \_\_\_\_\_

MAGC MEMBER	COST
<input type="checkbox"/> Part 1: Why Should I Do a Video? (And how much is it gonna cost me?)	FREE
<input type="checkbox"/> Part 2: How Should I Do a Video? (And why is a tripod so important?)	\$15

JOINING MAGC	COST
<input type="checkbox"/> Part 1: Why Should I Do a Video? (And how much is it gonna cost me?)	FREE
<input type="checkbox"/> Part 2: How Should I Do a Video? (And why is a tripod so important?)	\$15
<input type="checkbox"/> MAGC Membership (through December 31, 2009)	\$60

NON-MEMBER	COST
<input type="checkbox"/> Part 1: Why Should I Do a Video? (And how much is it gonna cost me?)	\$10
<input type="checkbox"/> Part 2: How Should I Do a Video? (And why is a tripod so important?)	\$25

### PAYMENT TYPE (MAGC State Vendor #060958006-00)

- Pay at door  
 Invoice      PO# \_\_\_\_\_

### SANDWICH CHOICE:

- Ham and swiss with mayo, lettuce and tomato  
 Turkey with provolone with mayo, lettuce and tomato  
 Chicken curry salad with lettuce and tomato  
 Tuna salad with lettuce and tomato  
 Veggie sandwich with hummus

**Cancellations for Part 1 after July 10, 2009, and no shows will be billed. Cancellations for Part 2 after August 14, 2009, and no shows will be billed.**