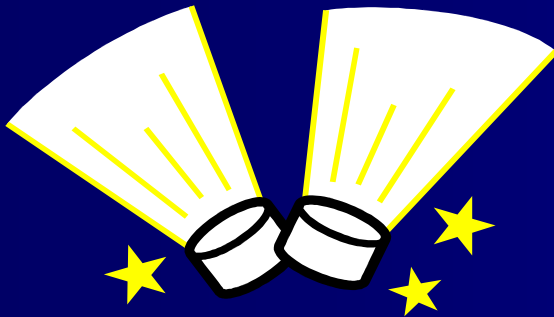
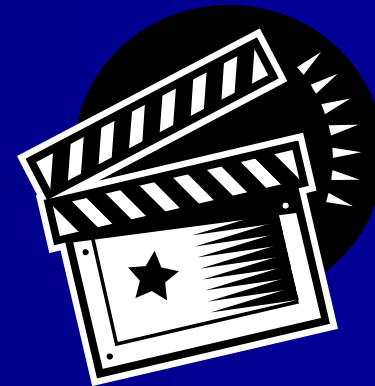




Lights, Camera, Action

Steps to creating a video



Purpose

- To communicate the vision/values of MSNA



Audience

- Administrators
- School Personnel
- Parents
- Community
- Food Service Personnel



Message

- Hunger ends on our watch



How Did We Do It?

- Brainstorming sessions
- Decision making meeting
- Identified script writer and videographer
- Reviewed draft of script
- Edited and approved final script
- Invited participation
- Reviewed responses



Create Filming Schedule

- Flexibility =



Savings

Scouting Locations

- Interview Sheet
- Tip Sheet



Secure Equipment / Permits



Shoot the Film

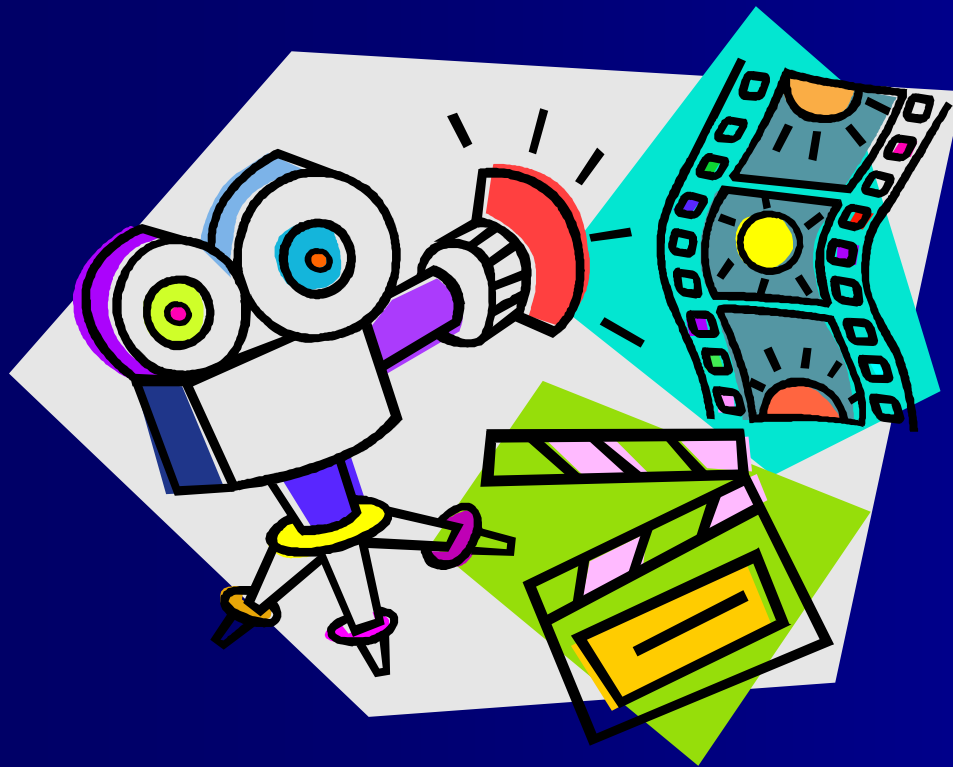
- 12 hours = 12 minutes
- Shoot to the script



Edit and Draft Video



Review and Re-Create As Needed



Print and Enjoy





Powerpoint Demonstration by
Pat Mergens and Colleen Fairbanks
Special Thanks to
Kathy Sheehan