



Video Advisory Board Meeting

Semester: Fall 2018 | November 14, 2018

Moderators: Natalie Newman and Rachel Simpson

Mission: *Berkeley City College's mission is to promote student success, to provide our diverse community with educational opportunities, and to transform lives. The College achieves its mission through instruction, student support and learning resources, which enable its enrolled students to earn associate degrees and certificates, and to attain college competency, careers, transfer, and skills for lifelong success.*

Vision: *Berkeley City College is a premier, diverse, student-centered learning community, dedicated to academic excellence, collaboration, innovation and transformation.*

<p>6:30-6:40 Natalie</p>	<p>Introduction to those in attendance:</p> <ul style="list-style-type: none"> - Lynn Fu. Video Production/Project Manager, Internal Branding. Sephora - Debbie Lee. Senior Global Marketing Leader. Constellation Brands - Annelise Wunderlich. Executive Producer, Education. KQED - Carlo Kamin, Video Editor. Freelance - Tom Coleman, Event Coordinator. Viva Creative / Apple - Rachel Simpson, MMART Video Lead Faculty. BCC - Natalie Newman, MMART Co-Chair & Video Faculty. BCC - Mary Clarke Miller MMART Co-Chair & Animation/Game Faculty. BCC <p>Note these advisory members could not attend but submitted surveys which are included in the responses below.</p> <ul style="list-style-type: none"> - Elysia Liaw. Video Producer. UC Berkeley - Greg Boudreaux. Post Production Supervisor. Master Class - [Leslie Fulbright. Communications Strategist. ACLU – to be added] <p>Overview of discussion: Entry level work in social media, post production and in-house positions.</p>
<p>6:40-7:30 Natalie & Rachel</p> <p>Lynn, Annelise, Tom</p> <p>Annelise</p>	<p>What are the job positions you know of at your company in the areas of:</p> <p>In-House long term or contractual work Post Production jobs Social Media Jobs</p> <p>Social Media - business marketing side & creative combined in social. Need marketing acumen for jobs at agencies. Analytics and understanding various platforms. Look at Ad agencies – In-House expects you to already know the basics. Sprinklar, Sprout Social – aggregator across multiple platforms, data analysis, working with influencers understand the analytic side of things helps speaking to brand mgrs..</p> <p>KQED looking for these skills for hiring in social media positions. Writing skills needed: how to write promos, understanding voice, messaging, who the target audience is via Google analytics. Some knowledge of science and arts content is helpful. Expertise or familiar with working with schools because she is in education sector of KQED. Prospective applicants need interest in the topics so they can write compelling social copy. In terms of media production skills -live video streams FB Live, Youtube live streaming, Instagram stories. Some basic video skills – especially Need AUDIO basics for FB Live, how to frame a shot, quiet background noise (noise to signal ratio). Other media skills: use of Sharables app, creating images using In-Design, Photoshop, gifs - again under the umbrella of understanding what the audience wants.</p>

Carlo	Social media applications need to be plugged in to what is trending and who influencers are in their industry sectors. Twitter can be indicator to understand trends, audience. Non-profits are focused on relationship building and content that appeals. Know who are the super teachers with big Twitter following.
Annelise	Draw on social media to understand what folks want from KQED. People expect KQED to <u>not</u> do a hard sell so what are clever social strategies that can draw participation from audiences.
Carlo	Premiere Rush: an app for phones and desktop that is a little more sophisticated than iMovie but simpler than Premiere. Can be used for clients with expectation of quick turn-around to upload to social.
Tom	Corporate social media: physicians and executives are frequently interview subjects of start-ups' videos. Making video vignettes to get to know people via social media. This type of content comprises a lot of the corporate work. People who are Reddit moderators are working to keep community engaged and bring back ideas of needed reforms of site, etc.
Lynn	Her video/social media department centers around employee retention and recruiting – mostly via Instagram. Marketing uses FB Live. An entry level job would be to start as an assistant to someone who is already doing the main work and developing the Social Strategy. Some of their content is faking the “Live” story look/feeling but they actually film in advance and then upload. They will have entry level people shoot this so it looks like it was filmed by a novice. Look at their FB, Linked In, Insta accounts. Plus what tech skills bring to it.
Debbie	Her team always has a consumer-first mentality – (vs Me-Centric use of social). It's vital to understand the voices of brands, products and able to differentiate. Address your audience. Drive brand loyalty and retention. Internal vs external company communication: marketing vs corporate voice. A possible assignment in social media class – cover one product/topic from different angles and/or different social media mediums.
Annelise	Aside from brands, also consider corporate platforms. Look at job listings on InDeed.com, Linked In, GlassDoor to check list of qualifications. Analytics is so important to understand – who are audiences? Reaching frequency? Ingest Oracle and CRM data. Use this info to target loyal consumers.
Debbie	Great to have experience with stock footage and social strategy, light analytics at the very least. Before our team was smaller and people had to have left and right brain skills but as we got larger, the jobs are split up and tend to be divided like so. For our campaigns, we're looking for data and stock footage.
Annelise	The marketing person creates a template that tracks key performance. Engagement is more imp't than clicks. Value is in the # of comments, reactions, shares. (vs. FB views because a view is counted but not always completed as in audience did not watch in full.
Carlo	Students should develop narrative storytelling skills: how to build a narrative out of boring footage, how to listen for soundbites. How to shift from straight info to a more emotional video.
Lynn	Sephora Life – Channel. They spend time developing stories for Instagram events. Flow – catchy phrases.

Rachel note:	[BECCA should include exercises like this in Scriptwriting class! Instagram > click to youtube to watch full video – write catchy copy to encourage. User watches 1 min or less on soc media platform then goes to website to watch full 2-3 mins video.]
Debbie	Sometimes the client is not clear about what they want. A great skill is to learn how to work in the grey: tease out details from client to understand what is really needed when you receive vague feedback.
Annelise	YES, being able to ask the right questions to understand what the client wants is vital. Create leading questions help solidify what the clients really wants.
Carlo	More corporate clients are trying to give a doc and narrative feeling. Being in tune with client and their style is important.
Debbie	The first thing they ask clients is “What’s your objective? What are the top 3 things you want to communicate and who is your audience?”
Lynn	Important to know what length to make videos depending on platform, client.
Annelise	Get from client call to action- what do you want that person to DO after consuming your content. What is the style and tone? Conversational/ informational? What’s the purpose of the piece?
Debbie	Developing creative briefs – template that you give client. Used as a document to help steward the conversation. Are we on the same page in these areas? Client fills out and then you discuss all the questions.
Rachel note	[Another exercise that could be done in Becca’s class.] Nat [Maybe Richard’s 109 would be better?]
Lynn	Know the platforms, target your audience and create plan on how to get message out. And have a presence on that platform. Podcast, blog, what is your presence... Shoot regular videos for social – then reformat for square video or rectangular for phones so it’s wise to frame it so it can be used on any device. Traditional production methods are good to teach students – longevity may depend on production quality. Sound and lighting are key.
Debbie	80% of their budget goes to stock footage or already existing media. 20% goes to production costs. Great to be able to leverage across multiple platforms. Composing for multiple platforms so it can easily be re-framed – need to have some key images in the middle so saves a lot of money because doesn’t have to be reshot and works in all applications.
Annelise	In terms of After Fx, motion graphics are how it’s used the most – like on our production Above the Noise we use graphs, charts, image with text that appears... Imaginative ways of bringing info on screens – useful to have a graphic design sense.
What do you consider important hard skills for someone in an entry level position for a job position in this area? (Ex:	

<p>knowledge of video production in a studio setting, understanding of certain technical skills, how to shoot live events, etc)</p>	
<p>Post-Production – Technical Skills: Carlo</p>	<p>Post these days is more of a one-person show – and get familiar with Plug-Ins. Knowing how to access or already have greater libraries of assets. How to use great stock footage so that it appears as if shot for the client – design minded. Artificial Intelligence: keep an eye on what jobs will be replaced – iPhones already make little movies out of your photos, what will they do next? As an editor, you must master narrative and visual cohesion. Adobe Suite is good to know, using basic tools in Audition for cleaning up sound. Also there is less round-tripping with After F/X now that Premiere has more capabilities. Watch when they come out with new products and test them out. For the corporate world, editing sound with Audition is fine. Color correction is expected from the editor too.</p>
<p>Lynn</p>	<p>Sephora is currently looking for someone to fill entry level job in media management which requires organization, data entry, search and tag for metadata asset system. Hoping to develop a searchable library. A position like this is more analytical and not as creative but allows junior level person to learn on the job by watching more experienced co-workers, workflow etc.</p>
<p>Annelise</p>	<p>It’s incredibly helpful to know how to source music and choose music that supports the narrative or brand style. How to choose the right sound and music cues.</p>
<p>Carlo</p>	<p>Knowing apps like Vimeo, that can be used for communication with clients: allows them to comment on edits when pausing playback and you can do this from your phone. (This got Lynn and Debbie very excited). Advanced communication on deliverables platforms: Adobe, Frame IO, DropBox. Know how deliver to clients and walk them through it.</p>
<p>Annelise</p>	<p>Whipster archives rough cuts and brings comments into Premiere.</p>
<p>Elysia</p>	<p>Position is in-House contractual work. As a shooter need to know:</p> <ul style="list-style-type: none"> - Able to set up cameras, lighting and audio in studio and on-location run-and-gun shoots - Light and shoot an interview - Know your go-to setup/strategies and can do it fast - Know what coverage you need for any specific shoot (events, promos, interviews, etc) <p>As an Editor need to know:</p> <ul style="list-style-type: none"> - Adobe Premiere & After Effects - Noise reduction (audio), music editing - Firm grasp of pacing/rhythm for different types of videos
<p>Greg</p>	<p>Position is in Post Production Exposure to video post-production and broad knowledge of how post works. Detailed experience in the aspect you’re applying to (coordinating for Post Coordinators, Editing or Assistant editing for Assistant editors.)</p>

<p>What do you consider important soft skills for someone in an entry level position for a job position in this area? (Ex: works well in a team environment, has leadership qualities, takes direction well, interfaces well with clients, etc)</p> <p>Freelance > Inhouse: Tom Coleman</p> <p>Annelise</p> <p>Lynn</p> <p>Elysia</p> <p>Greg</p>	<p>Keep things on schedule. Execution. Stay on top. Deliverable will be met. Planning and scheduling. Pre-Production.</p> <p>Entry level AP/ PA jobs need enthusiastic, problem-solver attitude. Help wrangle media. Logistics and planning. Help prep for the edit, organize and archive media. Attention to detail. How to use metadata for file naming and tagging.</p> <p>Production Coordinating – planning, scheduling. You have to like people, communicate between many people, bridge between groups. Communicate authentically, yet be genuinely firm about deadlines and deliverables. You don't see much of these qualifications on resume, references and interviews. You have to have the desire to do it.</p> <p>Fast but deliberate responses, handles stressful situations diplomatically (people are working with each other in other departments on other business matters LONG-TERM, don't ruin it for them for just a video), troubleshooting under pressure, always willing to help, accommodate and learn, being able to deliver on time, taking feedback well (not defensively), sense of urgency.</p> <p>Avoid talking too much/giving unsolicited directions/opinions - take the time and effort to observe and learn why and how the crew/team is doing what they're doing before you decide to talk.</p> <p>Communication skills are paramount. Knowing how to handle difficult interactions with aplomb. Owning your mistakes and describing how you learned from them and succeed in spite of them. Learning on the job. Observing and diving in to help. Takes direction well.</p>
<p>What materials are considered in the hiring process: resumes and/or videographies, reels, references, educational background such as certifications or degrees?</p> <p>Lynn</p> <p>Debbie</p> <p>Annelise</p>	<p>Activities, Reel, School, Resume, School Work, Videography.</p> <p>Resume. Looking for experience with developing media/advertising campaigns. Key terms – media & brand strategy developed a campaign around x. Then sharing the results. Audience reach stats. Sales numbers.</p> <p>Personal References – looking for someone who is aspiring to be an auteur. Organize logistics. Key terms, know how to deliver and help and support. Talk with someone who knows them. Super organized. On time. Reliability.</p>

Tom Coleman	Understanding the nature of live events, film production, theater and management in business. Lots of planning, scheduling. Being flexible.
Carlo	Basic skills in the software. Narrative skills.
Elysia	Cover letter, resume and reel (unlikely to be considered if you don't have a reel). Reel: Well-lit interview setups and shots (show you know how to match two cameras), good BRoll, product shots. Also, make sure your reel matches the visual style of the company's content: Don't send corporate-y stuff if they're looking for drama, and don't send moody stuff if they're looking for clean and bright visuals. You can always have supplementary materials in addition to that, but they'll only get to that if they like your reel already. For full-time positions, always have your references ready - pick people that can articulate effectively of your work and your work style/ethics. Please let your references know you're sharing their contact info with potential employers so they can be prepared.
Greg	Resumes and experiences mostly to get in the door. Reels can help. References should be solid. Good interviewing skills and being able to describe your experiences in a way that ties to the job requirements. People skills and describing yourself in a way that makes you a culture fit. Certifications can be beneficial.
Beyond entry level skills, what is helpful for an employee in these job positions for growth and future success?	
Annelise	Research skills: knowing how to find appropriate stock footage, [skills from our Core classes], Design Thinking, research and problem-solving. Post-Production research skills – how to look for media assets.
Rachel note:	[Perhaps this can be taught in Video Editing 2: researching media, managing media – assets]
Annelise	How to save your producer \$\$\$. For social media: how to make something out of nothing by finding existing assets that are appropriate, mindful of clients budget. Making videos for social media using Aps.
Carlo	Some apps are Unfold, Legend to cut story, take still images, give it a look. Knowing short cuts - Premiere library FCP is a platform for plug-in creators. Instead of going to a motion graphics person, go to motion library. Find the right plug-in. It's now the culture of using pre-made things and making them look like your own.
Lynn	Helpful to know rules of Usage/ Copyrights/ creative commons, public domain. She had to learn on the job and would have liked to know ahead of time.
Rachel note:	Labor rules and union rules.
Elysia	Develop goals with your manager and evaluate periodically, learn how you can be more useful to the team (like what skills/responsibilities they'd like to see you have one day), identify what's missing on the team and fill that gap if you want to stay there long-term, find out what the goal of the team/company is & the direction they're moving (so you don't work against it and you can determine how long you want to stay there before moving on), build relationships with everyone you come across in the company and stay in

<p>Greg</p>	<p>touch with people, know when to <i>move on</i></p> <p>Being a culture fit. Being able to describe your previous experiences in ways that show you can learn, identify needs and fill them. Enthusiasm and willingness to do what's needed on the job, not talking too much about how quickly you can be promoted.</p>
<p>When reviewing a resume for experience or schooling, how much are these job positions reviewed for a background in: sound recording or design, camera skills, video editing, Photoshop or Illustrator or other technical capabilities? (Ex: 1 year minimum in employment or schooling environment for camera work, non-fiction especially reality a bonus.)</p> <p>Elysia</p> <p>Greg</p>	<p>Must: camera & editing skills, basic knowledge on equipment such as how to set up a C-stand. Nice to have: lighting, sound recording, Powerpoint or equivalent for presentation, motion graphics, set decorating, social media</p> <p>It's really about hands on experience. Schooling helps if it's practical experience, but sitting in a classroom doesn't necessarily prepare you for the rigors and actualities of what the job entails. If you can describe situations you've been in that mirror the difficulties we see every day...and we like you...we can train anything with a good understanding of where to begin and willingness to work hard.</p>
<p>When reviewing a resume for experience or schooling, how much are these job positions reviewed for a background in: coordination or project management, creation of preproduction documents, writing of copy or blogging, social media skills? Please specify how much or what type of experience is preferred for each listing (Ex:Able to assist in coordinating live events by scheduling vendors, creating budgets.)</p> <p>Elysia</p>	<p>Job Summary Videographer/Production Specialist to work with our in-house production team both in</p>

	<p>studio and on location. Please provide link to current reel or links to work.</p> <p>Responsibilities and Duties A Beauty Company is looking for a skilled and motivated Videographer/Production Specialist to contract with the internal Video Team. The ideal candidate works well with our small production team, meets fast deadlines and is flexible, jumping between shooting, studio coordinating, and general studio support. The candidate is willing to work as 2nd Camera Operator, AC, and/or Grip for our in-house Director of Photography, or at times work as an independent shooter, lighting and capturing audio as a one-person band. Our team produces a variety of videos from straight-forward training videos to motivational social media content. We are a hard working team that has fun along the way, and we are looking for someone with the right skill set and attitude to join us.</p> <p>Qualifications and Skills</p> <ul style="list-style-type: none"> ● 3-5 years of experience in a similar role ● Highly skilled with Camera Operation (C100, C300, GH5, EVA1(we will train on EVA1) ● Highly Skilled with Lighting in both on-location & studio environments. Must be able to demonstrate lighting ability in a variety of settings. ● Passion for technology and keeps up with the latest shooting trends ● Artist eye and strives for the best visuals possible ● Friendly - with direct communication style ● Flexible within the Corporate Video environment. Industry Standards are a luxury here. ● Experience with cinema style shooting a plus ● Editing a plus (Adobe CC) ● Current reel or links to work
<p>If social media is a component, which platforms are used most and in what capacity?</p> <p>Elysia</p>	<p>YouTube, Facebook Ads, Instagram Stories (now you can save them to Highlights so companies are more willing to invest in those) and videos.</p>
<p>If social media is a component, what skills are needed from entry level employees? (Ex: Captioning and hashtag strategy for Instagram, quick response drafts for Twitter, data analytics, producing and editing non-fiction video pieces in a 2 week turnaround, etc)</p> <p>Elysia</p>	<p>For Content Producers or “Videographers” (when there’s no existent video team) positions: Highly desirable if you have worked with analytics on Facebook Ads and YouTube, Alert on trending videos & having executable plans for how your team can hop on the trends (without taking away your team’s resources)</p>

<p>If you have time, please review the attached Certificates in the area of employment(s) and give any feedback on the curriculum. Without having to read all course descriptions, you may be able to get a sense of what the classes teach from the course title. However, a course description can be provided.</p>	
<p>How many times a year are you looking for someone to fill the position of _____?</p> <p>Elysia</p>	<p>Shooter/videographer/production specialist: once a year, maybe twice A lot of companies here now can only employ a contractor for 18 months consecutively so that's usually how often they seek replacements</p>
<p>What job skills or positions are missing at your organization?</p> <p>Elysia</p>	<p>Editors are always in demand A lot of teams seem to want to have in-house motion graphics artists these days</p>
<p>Where do you see your industry sector heading in 1 yr? 3 yrs?</p> <p>Elysia</p>	<p>Nonprofits: It's growing, online videos have become their choice of storytelling tool Beauty/Lifestyle (or maybe retail in general): Moving omnichannel, online content stays relevant</p>
<p>Any other thoughts please add!</p> <p>Elysia</p>	<p>Helpful things to know preparing for (or during) job hunt:</p> <ul style="list-style-type: none"> - Research research research! On the types of places you want to work for, on video trends, on gear, on general career development, on how to do your taxes (1099 vs W2), anything that you think can be helpful in your career - Job boards: Indeed, Glassdoor, Monster, ZipRecruiter, Google Jobs (kinda like Google Flights but for jobs), theMuse, LinkedIn, Staffmeup - Both LinkedIn and Glassdoor have salary surveys so you can familiarize yourself with the salary ranges. Staffmeup also have rates survey so you can get a sense of what your rate should be - Set job alerts on Glassdoor app and check them! - Read job listings, lots of them, even if you're not actively looking for jobs. Investigate and learn the pattern: what qualifications/requirements are most sought out, what time of the year (or how often) they tend to hire for this position - If you have a connection in the company, ask them for referral

- Get your job applications read: after you send it in through their system, find the hiring manager & email them your cover letter and resume (usually you can find them by searching “video at ____ company” on LinkedIn, and Google their names). If that’s not possible, the next best thing is to connect with their recruiter (search “recruiter or HR at ____ company” on LinkedIn) and kindly ask them to connect in your LinkedIn invite (with a note explaining why you want to work there), then hopefully they’ll be interested and go fish your application out of the pool.
- Don’t send LinkedIn invites without attaching notes! How are they supposed to know who you are???
- Know and practice your answers to those “tell me about a time when you did ____”: I have an excel sheet for this and update it every now and then with better and more relevant stories from my jobs
- There’s an option on LinkedIn where you can let recruiters know you’re open for new opportunities. Turn that on if you want recruiters to contact you.
- Creative staffing agencies: They connect you with their clients and you’re on the payroll of the agency (so you can get W2 and benefits), the jobs can range from one-off gigs, temp, part-time to full-time. Just know what you’re signing up for
- Set a goal such as sending out 2 apps/week so you keep going instead of waiting around

Networking tips:

- Seeking advice from mentors/connections: Keep it specific and concise. The more specific your question is, the more they can help you. “I’m shooting this scene in a yurt with windows during the day. I’m trying to come up with a lighting strategy.” “I think I’m due for a raise. How do I have this conversation with my manager?” “I’m going for the position of ____ at ____, and my qualifications are _____. Do you think you can help me connect with someone there?”
- Have a wingman/wingman when you go to networking events
- Set goals for attending a networking event such as “I’m gonna come out of this with 2 business cards”

BRoll shoots can be great!

- When I was starting, I solidified my skills during these shoots. Sometimes I was even a second cam on a BRoll day so I got to practice my camera moves (steady hands! flow!) and rack focus
- If there’s a lot of time, challenge yourself to find more interesting angles
- Once I became good at it, I started using BRoll time to experiment camera stuff and lighting schemes I wanted to play with (or get better at).