Christopher Stokes

- 30 years experience
- Broadcast to Facebook
- Filmed on top of bridges and in tunnels
- Many awards
- Have trained dozens of professionals
- Have made many happy clients

Love visual story telling!
Video Impact

Video gets attention
• 500 Million Facebook users watch video everyday
• Video content gets shared more frequently
• 59% of executives will choose video over text if both are available

Reason for quality
• More video content is uploaded in 30 days than the major U.S. television networks have created in 30 years
• Video needs to be good to standout

Tells the story shortly
• Be aware of the audience and the attended use
• Videos up to 2 minutes long get the most engagement. (Instagram max 60 seconds)
Ability to develop a story for the Client
  • Plans for the final program
  • Understand the goals and the audiences
  • Script/story board the production

More diverse experience
  • Experience outside of your agency or project
  • Thorough planning for the shoot
  • Ready to handle changes

Tells the story in post and keeps it short
  • Finish telling the story as planned
  • Keep it short

Backup and support
  • Extra equipment
  • Backup crew and support
When Professional is an option

**Larger programs**
- Where scripting and story are important

**Complex shoots**
- Safety on site
- More cameras
- Lighting
- Audio
- Mixed content, drones, time-lapse

**Post production options**
- Tell the story
- Access to multiple experts for graphics, audio, music
Social Media content

- Short, single-subject matter elements – video, photo, story
- Less costly
- Faster production – publish while it is hot
- It is what the media and public want
Plan ahead
• Know what it is you want out of the shoot before you start

Be observant
• Pay attention to details and capture them

Audio
• Good audio is key
• Invest in wireless microphones

Stability
• Keep the camera or phone stable
• Move slowly when moving
Bayonne Bridge – longer history of the bridge and the Port Authority of NY & NJ
- https://vimeo.com/281615939

New NY Bridge team work video
- https://vimeo.com/219574084