



Principal(ing) in Place Resources

Creative Ways to Connect Through Video with Brad Gustafson

April 16, 2020 | Notes from Webinar and Chat

Video Ideas

- Minute Videos
- From the desk of Dr. G, short updates for parents
- Use scenes of animals, books, etc. and use ChatterPix or MyTalkingPet if you are unsure about putting yourself on camera
- Plan to do a daily zoom to kids even when back at school. Teachers can use during the day at their pleasure – Brian Knippers
- When I did weekly videos, I just did Facebook live--took out the need to edit and kept me focused on doing it right the first time – Will Melbye
- Teacher hires
- Book talks
- Keep the out-takes
- The best of ___ (day/week/month)
- Program: Touchcast, Bomb Bomb, Flixpress , Adobe Rush, Chatterbox, My talking pet.
- Chatterpix: Kids voices with adult faces
- Powtoon
 - <https://www.powtoon.com/>
- Timelapse videos
- Stop motion videos
- Wormhole with green screen
- Bitmoji characters in front of your face
- **Green screen**
 - Be a foot in front of the screen
 - Need lights on both sides
- **Animoto**
 - <https://animoto.com/>
- Here is my best imitation of Brad Gustafson. Couldn't pull it off!
<https://www.youtube.com/watch?v=oXF12ugIRjA&t=142s>
- Bring the HEAT (book talk reference) and apply it to video
 - Understand your why and who you are connecting with
 - <https://tinyurl.com/booktalkheat>
 - Hooks can set the tone, check out the hook slide
 - When you use props, it shifts the attention to the prop and helps you engage with the audience
 - #30SecondBookTalk

Video Tips

- Segment/chunk into clips
- Limit yourself to 3 takes



- Instagram stories for morning announcements
- 10 second video clips thanking one teacher each time
- Use Facebook live and not worry about the editing, using one take
- Minute videos
- Better to keep them wanting more and keep it shorter
- Shorter videos are probably better for kids with bad internet connections...long videos don't load—Jessica Johnson
- Just to piggyback on that, I called my videos Melbye Minute. I kept it to 60 seconds as much as I could. Helped get the weekly info out and kept me concise – Will Melbye
- Just do it!
- Store videos on YouTube and maybe organize by channel: school, personal-speaking, and etc.
- Even if you post on FB, make sure that you still post to YouTube
- Clean devices every once in a while so you have space
- Ways to support entire school communities with communications (non-English speaking and sign language):
 - Dual/Split screens
 - Translated afterwards
 - Closed captioning
 - Facilitated conversations with translator with posting to YouTube
 - Collaborative videos with bilingual staff members
 - Google Chat translates
 - Screen-casto-matic
- How do you get over perfection? Tip from Lead with Grace and Jessica--Get over the perfection and set yourself a timer. The 10 minute version is probably as good as the 30 minute version - Kip Lynk
- Commit to making more videos and you will get better over time.
- Be your own self...don't feel like you need to copy others or do it all, make it your own
- Just start and jump in, so much more powerful, even with short clips
- Authenticity is a very effective hook
- Put your notes on eye level behind the camera so it looks like you are looking at the camera when recording

BOOKTALK **A TO Z** HOOKS

"IF SHARING THE BOOKS WE LOVE IS THE HEART OF LITERACY, PROVIDING STUDENTS TIME TO READ BOOKS THEY'VE SELECTED IS THE SOUL."

A	ASK A QUESTION	NOTICE SOMETHING ABOUT THE BOOK NOBODY ELSE HAS	N
B	BE HONEST ABOUT WHY YOU LAUGHED, CRIED, ETC.	OPEN WITH A SOUND EFFECT FROM THE BOOK	O
C	CONNECT THE BOOK TO ANOTHER PERSON'S PASSIONS	PICK A PARTNER AND THEN DIALOGUE ABOUT THE BOOK	P
D	DO AN IMPERSONATION	QUIETLY SUMMARIZE THE SCARIEST PART TO BUILD SUSPENSE	Q
E	EXPLAIN WHY THE PROTAGONIST SHOULD WIN AN AWARD	READ A POWERFUL QUOTE	R
F	FIND A SURPRISING FACT	SHARE A CONNECTION YOU HAVE WITH THE AUTHOR	S
G	GIVE AN EXAMPLE OF A POSITIVE LEADERSHIP TRAIT	TRY TO INVENT (OR BUILD) SOMETHING RELATED TO THE TEXT	T
H	HOLD UP YOUR FAVORITE PAGE OR PICTURE	USE A PROP	U
I	"IF YOU LIKE ___ YOU'LL REALLY LOVE ___"	VINDICATE THE ANTAGONIST!	V
J	JUSTIFY WHY AN ALTERNATE TITLE WOULD BE BETTER	WEAR A COSTUME	W
K	KEEP A TIMER ON AND TRY TO DO YOUR BOOKTALK IN 30 SECONDS!	X-RAY INTO THE AUTHOR'S MIND. WHY DOES THIS BOOK MATTER?	X
L	LET SOMEBODY KNOW WHY THIS IS THE PERFECT BOOK FOR THEM	"YOU HAVE TO READ THIS BECAUSE..."	Y
M	MAKE IT A MOVIE... WHO WOULD PLAY THE LEADING ROLE?	Zzzzz... (EXPLAIN WHY THIS IS THE BOOK OF YOUR DREAMS!)	Z

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4 WAYS TO HELP STUDENTS BRING THE BOOKTALK **HEAT**

"TALKING ABOUT BOOKS SHOULD FEEL LESS LIKE A LESSON AND MORE LIKE FREEING THE FIRE WITHIN."

- HOOK** START WITH A SURPRISING FACT, QUESTION, OR PERSONAL CONNECTION TO THE STORY. LET YOUR LOVE AND AUTHENTIC EXPERIENCE SHINE.
- ENERGY** SAY IT LOUD OR SAY IT PROUD! HOWEVER YOU CHOOSE TO SAY IT, YOUR PASSION IS WHAT WILL MAKE YOUR BOOK CONTAGIOUS.
- AUDIENCE** WHO WILL YOU BE SHARING WITH? WHY WOULD THAT PERSON (OR GROUP) LIKE YOUR BOOK?
- TIME** FOCUS ON SHARING WITH PASSION AND PRECISION BEFORE WORRYING TOO MUCH ABOUT HOW LONG YOUR BOOKTALK SHOULD BE. THINK ABOUT HOW YOU WILL END YOUR BOOKTALK BEFORE YOU START SHARING.



Watch the Booktalk HEAT Video at <https://tinyurl.com/BooktalkHEAT>

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