1:00 – 1:15  Logging in

Tech Check

Agenda Overview

1:15 – 1:45  Video Pre-Production Phase Plans

The importance of our subject experts, YOU!

Look at B-roll footage examples

Present a rough timeline, where we are now
1:45 – 3:00

Honing in on our Target Audience and Behaviors

Look deeper into our target audiences:

- Behavior chain exercise

Look deeper into our desired behaviors:

- Behavior ranking, what should we focus on?

Review data gaps and assumptions

Explore co-branding and examples

Next Steps in Video Process

- Audience survey

Define goals for next meeting

Today’s Goal #1: choose our target behavior(s) and barrier(s)

Today’s Goal #2: develop survey questions
• Consultation with Doug McKenzie-Mohr

• Meeting tomorrow with a drone pilot

• Starting to gather B-roll footage
B-roll Footage: Go take some!!!
Our Accomplishments Since June

- Formed our sub-group ✓
- Agreed on video series objectives/goals ✓
- Decided on a general layout of video series ✓
- Identified our target audiences ✓
- Performed a literature review of existing audience research ✓

After today:
- Chosen target behavior(s) and barrier(s) to focus on
- Start to develop an audience survey (time permitting)
(An Ambitious) Video Series Timeline

Pre-production

**June → October**
- Audience research
- Core messages
- Video strategy
- Production brief
- Script
- Storyboard
- Schedule shoots

Production

**September → October**
- Shoot B-roll footage (now!)
- Drone footage (Sept)
- Perform interviews (Oct)

Post-Production

**October → 2021**
- Organize footage
- Edit footage
- Add music and narration
- Build captions
- Distribute videos
Research your audience

• Conduct interviews and listen to your target audience

• Get insights into:
  
  o What they like and how they think

  o What do they really connect with?

  o What are their most common problems?

We will move on to the next step after performing an audience survey!
Decide on your core message

• Keep the end goal in mind: what action does your audience need to do to make it happen?

Basically:
  o What do you want your audience to do after watching your video?
  o What do you want them to think?
  o How do you want them to feel?

Easier to answer with our audience survey results
The Behavior Chain Exercise
Why the Behavior Chain?

- Recommended by Doug McKenzie-Mohr in consultation
- Planting trees isn’t as simple as planting trees!
  - Break down a complex behavior into many steps
  - The steps are the many “barriers” faced by that audience
  - Points out our data gaps and assumptions
- Shows us what we should focus on! Where we can make an impact!
Data gaps

• Where do residential landowners/Ag landowners go with their questions about planting trees?

• Really, what are all of the options for people to plant trees?
  • Resources list?

• What are the most popular local nurseries, and do they sell native trees?

• What are the common Google search terms, and where are people referred if they are searching for help?

• What else?
We have to test these!

- Again, pointed out by Doug McKenzie-Mohr
- Salmon as a focal point, or not? Might be different for those living on a creek
- Are people proud of the buffers they’ve already planted? Embarrassed? Want to show it off to the community?
Lead with what motivates our audience!
Co-branding option

• Social marketing is still marketing!

• Lead with what appeals to the audience

• Can strongly associate their motivations with your intentions and messaging, but it's not the focus

• Builds a relationship, can lead to new self definitions if effective