

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**



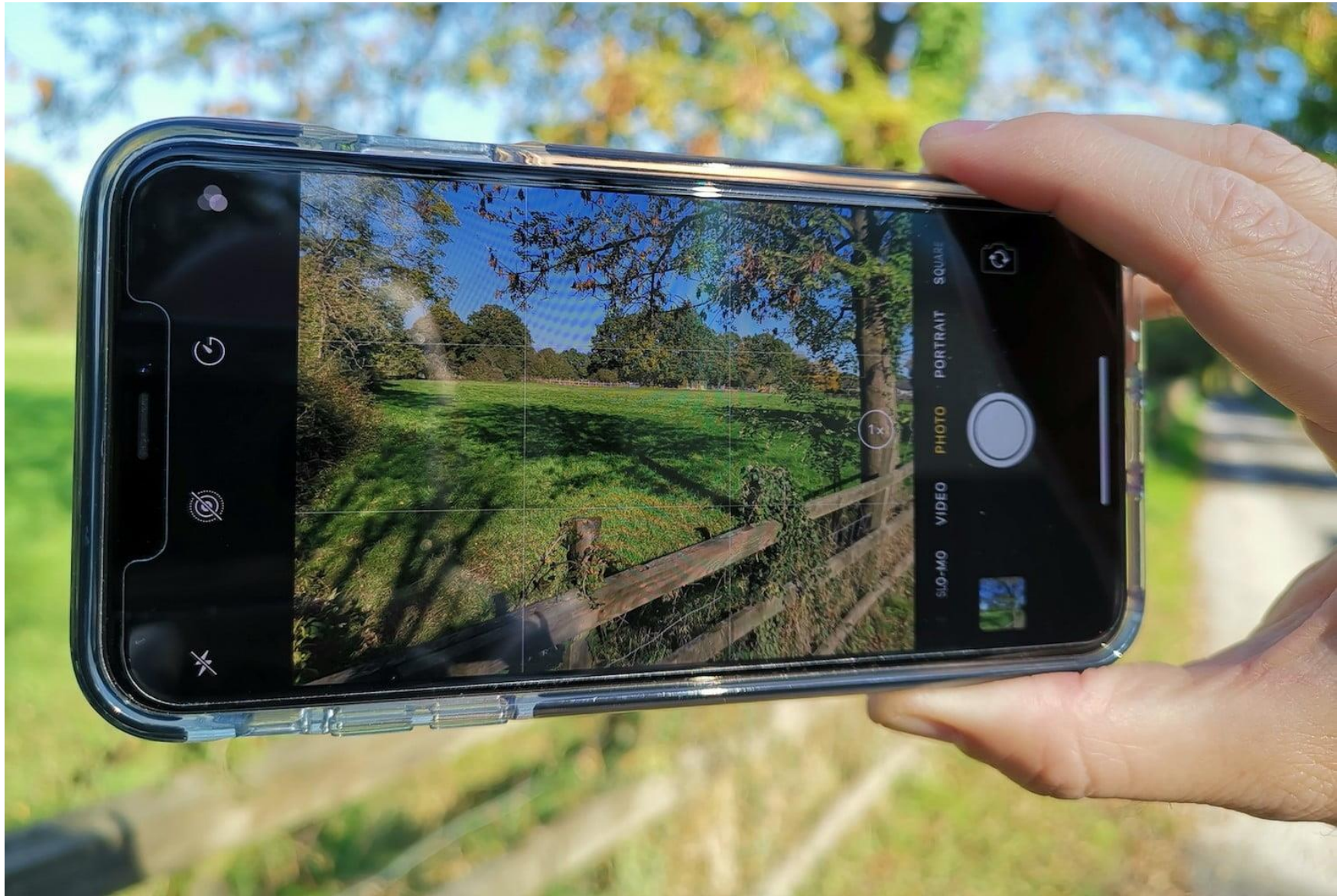
The image features a young child dressed as a mathematician. The child is wearing a large, voluminous, curly wig and a black mustache. They are dressed in a white shirt, a dark tie, and a dark vest. The child has their arms crossed and is looking slightly to the right. The background is a green chalkboard filled with various mathematical equations and symbols written in white chalk. The most prominent equation is $E=mc^2$. Other visible equations include $(a+b)/(a-b)$, $(T, 2, a, b)$, $Su=A$, $g=e$, $(y-2)$, π , $\frac{r}{2} = 1$, $\varphi(u) = -\frac{J}{2}$, 3.14 , $\int_{-\infty}^{\infty} f(x) dx$, $P(1-\infty < X) = F(x)$, $e^{-\frac{t^2}{2}}$, $\varphi h(\infty) = \sum_{j=1}^r P_j^{\infty}$, and $ab=b$.

Thank you!



UPDATE

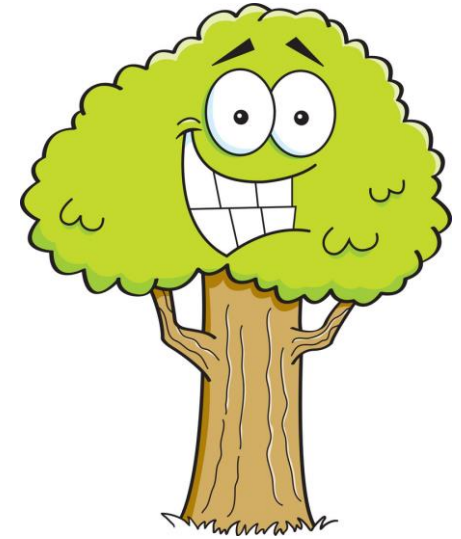
- Consultation with Doug McKenzie-Mohr
- Meeting tomorrow with a drone pilot
- Starting to gather B-roll footage



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

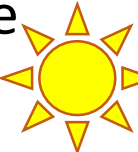
Pre-production

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:
 - What they like and how they think
 - What do they really connect with?
 - 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?

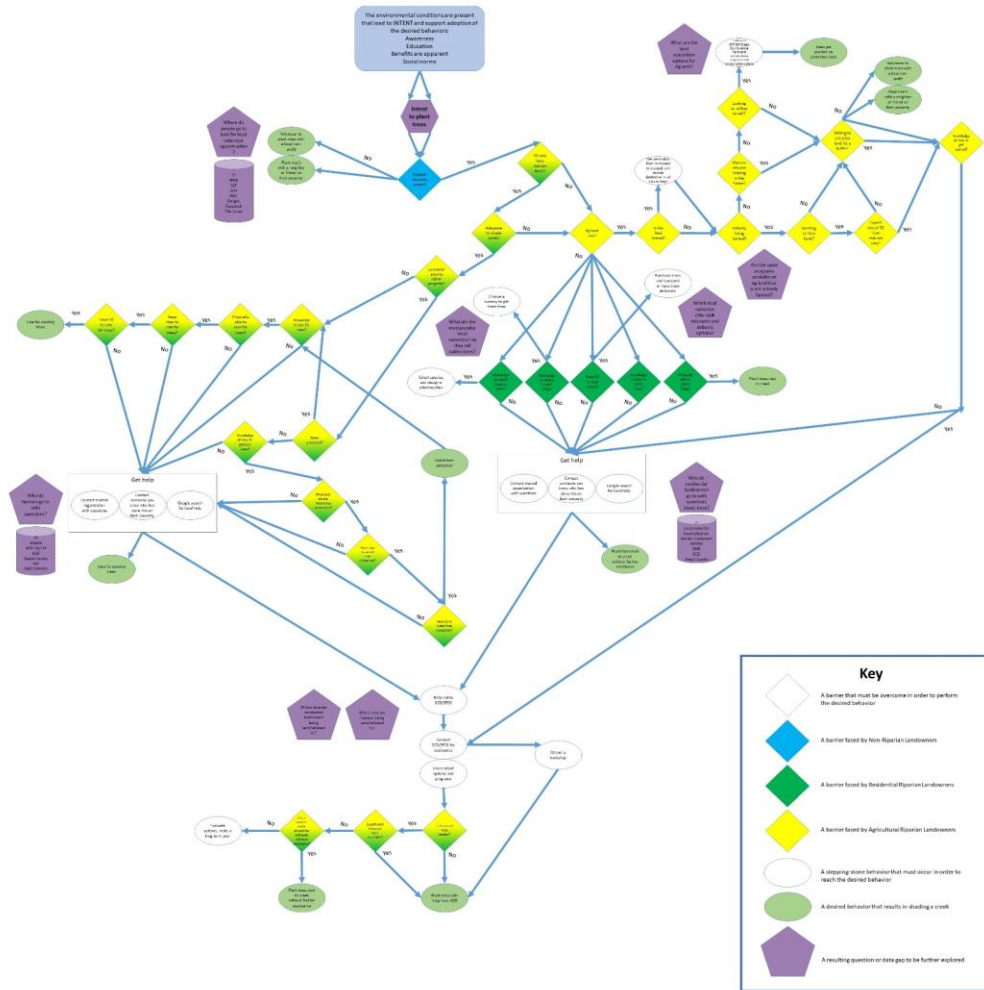
Basically:

- What do you want your audience to **do** after watching your video?
- What do you want them to **think**?
- How do you want them to **feel**?



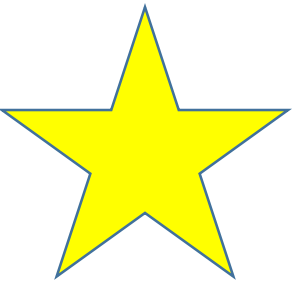
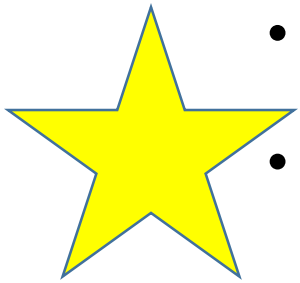
Easier to answer with our audience survey results

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 its not the focus
- Builds a relationship, can lead to new self definitions if effective