

Tips:

1. Understand your audience, their demographics and how they communicate – even if you have to ask them directly.
2. Match your video distribution channels to the way your audience communicates.
3. Use existing MOW PSA's and toolkit, and have them customized when needed before starting from scratch.
4. Keep web videos to 3 minutes or less.
5. If you are unable to use existing video from MOW, and don't have internal capabilities, consider posting an announcement at a local college to hire interns (only if production quality is not an issue).
6. If hiring professional outside help, expect to pay approximately \$1,000 a minute. You can use the film associations (listed in Resources) to find professional staff.
7. Typical equipment involved in video includes an HD camera, tripod, lighting kit, audio equipment, external drive and editing software (final cut pro and adobe premiere are most popular). Apple also offers a free, but very basic editing program called iMovie.
8. You typically need at least three people to produce a video (producer/writer, videographer/director of photography and an editor). You are lucky to find individuals who can do two or three of these kinds of tasks.
9. Most common channels for web videos are YouTube and Vimeo.
10. Make sure to have a "playable" high resolution version of your video burned on a DVD in addition to the lower resolution version that is distributed on the web, so that you can provide people with the video if they do not have access to the internet and/or if you will be presenting the video in a place without a stable internet connection.
11. Posting your web video next to content online or in an email will yield more views than posting on social networks alone.

Resources:

1. MOWAA Media materials:
<http://www.mowaa.org/studio>
2. 30-sec. MOWAA video PSA's, posters, promotional goods, three stories, and radio spot: <http://studiostore.thenextmeal.org/>
3. Ordering MOWAA PSAs, photos and collateral: Studio@mowaa.org or Lindsay Garrett at 703-548-5558
4. MOWAA Membership Department: membership@mowaa.org or Emily Persson and Logan Goulett at 703-548-5558
5. MOWAA LinkedIn community group account:
<http://www.linkedin.com/groups?gid=4304589>
6. For a free custom webpage, first contact studio@mowaa.org.
7. MOWAA Media FAQ:
http://www.studiostore.thenextmeal.org/index.php?main_page=page&id=2&zenid=2qcijprdf1dbjiid4pg3lr6 or
<http://www.mowaa.org/studio> > click on FAQ tab.
8. MOWAA photos to use in your video:
<http://www.mowaastudio.org/>
9. To post your video(s), MOWAA Twitter:
<https://twitter.com/#!/mealsonwheels>,
MOWAA member blog:
<http://mowaablog.org/>, MOWAA YouTube:
www.youtube.com/user/mowaausa, and
MOWAA Facebook:
<https://www.facebook.com/mowaa>
10. Sign up for your own Vimeo account:
<http://vimeo.com>
11. Your own YouTube account:
<http://www.youtube.com>
12. Your own Facebook account:
<https://www.facebook.com>
13. Your own Twitter account:
<https://twitter.com>
14. American Film Institute: www.afi.com
15. Women in Film and Video: www.wifv.org