

HPG Chamber

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CTE Video Series

January 6th, 2020

Overview

The Hopewell/Prince George Chamber of Commerce Board of Directors has elected a sub-committee to support the creation of a video and/or podcast series that promotes knowledge of businesses and employment opportunities within the Hopewell and Prince George Area. The Chamber will produce the videos and podcasts, and be responsible for coordinating electronic distribution through the appropriate channels (social media, YouTube, newsletters, etc.) and partners (Hopewell/Prince George Public Schools, Chamber partners, etc.).

Goals

1. **Create a series of videos promoting the CTE programs at PGHS and HHS:** While the number of videos in this series is yet to be determined, we plan to produce videos between 1-5 minutes in length featuring participants in the CTE program, including teachers, students, graduates, and employers of CTE students. We plan to produce one video per month. We will cooperate with PGHS, HHS, local businesses, community colleges, government officials, and military in the Hopewell/Prince george area.
2. **Disseminate videos to our target audience:** Upon completion, the videos will be disseminated through various channels, primarily our YouTube channel, HPGTV, as well as other social media outlets, such as Facebook and Instagram. The videos will also be included in our monthly Chamber e-newsletters. Hard copies of the video will also be distributed for use in schools and any other appropriate channels of communication. Our target audience is local high school students, CTE programs, community college students, and parents.

Specifications

All of the videos will be produced in house using Daniel Jones' personal equipment. Our new RBC intern, Teeann, will assist in the production and serve as 'host' of the series. All videos will be shot on DSLR cameras, iPhone, and drone, at 1080p, HD resolution and edited in Adobe Premier Pro.

Milestones

1. Create the first video

We plan to have the first video shot and edited by the end of January 2020.

2. Distribute first video.

We plan to start the distribution of our first video by the end of January/beginning of February 2020.

3. Complete planning of series.

We expect to know the number of videos, content, narrative, participants, and communications plan by the end of January.