

Video Activism:

Make & Distribute a Digital Video Short for Your Cause

A 2-part training on how to use a Flip Camera to get your message out



The LA Media Reform Group, a project of California Common Cause, and the Urban & Environmental Policy Institute at Occidental College are pleased to present a hands-on workshop to teach community organizations and non-profits (in teams of 2 or 3 members each) how to make and distribute your own video shorts for social justice and progressive social change. The training will take place on two Saturdays in November, at Occidental College, Eagle Rock, Los Angeles, California.

Day 1: Saturday, November 7, 2009 from 11:00am – 3:00pm

Getting Started (Pre-production and planning for filming)

Gain insight and learn what makes effective storytelling and how to motivate the public to act, through a discussion with social justice videographers. Also, gain tips on how to use a Flip Camera to best convey your message and capture your intended audience's attention

In the week between classes, participants will shoot footage for their video short that they will learn to edit in the 2nd session.

Day 2: Saturday, November 14, 2009 from 11:00am – 3:00pm

Putting It Together (Editing and distribution)

Get hands-on training for the Flip Camera editing software, how to upload your video online and tools and strategies for dissemination.

Register online at <http://lamediareform.wordpress.com> or submit your application via fax to 323-259-2734, Attn: Amanda. Questions? Please call Will at 917-523-1963 or Amanda at 323-259-2759 or email lamrg@commoncause.org

Part 1 Workshop Registration

Space is limited – so please register early!

- Cost: \$75 per team of up to three people (not including camera)
- Registration must be received by November 1, 2009

If you need to cancel a registration, please contact us immediately. Refunds will not be issued for cancelations made after October 31, 2009.

Organizational Information

Name			
Address			
Street Address		Apartment/Unit #	
City	State	Zip Code	
Website			
Issue Area/ Mission			

Conceptualize! Please provide a brief description of the social justice or progressive change issue you want to address. What message do you hope to convey? Please bring this description to the workshop, along with a recent newspaper article, blog post or book that focuses on your advocacy issue.

Register Participants

Activists! Start your team! In order to facilitate a fun and effective interactive workshop, we recommend forming teams of two or three members. The registration fee includes up to three participants.

Participant 1

Name			
Address		First	M.I.
Last			
Street Address		Apt/Unit #	
City	State	Zip Code	
Phone	Email		

Participant 2

Name			
Address	Last	First	M.I.
Street Address			Apt/Unit #
Phone	City	Email	State Zip Code

Participant 3

Name			
Address	Last	First	M.I.
Street Address			Apt/Unit #
Phone	City	Email	State Zip Code

Part 2 Obtaining a Flip Camera

A Flip Camera and accompanying software is required for each team. A laptop with the Flip Camera software installed is encouraged but not required.

Check this box if you are not able to bring a laptop.

If you do not already have a Flip Camera, please consider the following options:

For non-profits with 501c3 status:

The Flip Video Spotlight program from Flip Camera offers special pricing and 2 for 1 deals (\$150) for non-profit organizations. Apply for cameras online at: <http://www.flipvideospotlight.com>. Please do not wait until the last minute to apply for this program – it can take 30 days for Flip to process your application.

Flip Cameras are available at many area retailers and can be specially priced at many electronics stores.

The following stores carry Flip Camera products: amazon.com, B&H, Best Buy, Buy.com, Dell, theflip.com, HomeShopping Network (HSN.com), J&R, KMart, Micro Center, Newegg.com, OfficeMax, RadioShack, Sam's Club, Sears, Staples, Target, and Walmart. Check out our blog at <http://lamediareform.wordpress.com> for links to these retailers.

Register online at <http://lamediareform.wordpress.com> or submit your application via fax to 323-259-2734, Attn: Amanda. Questions? Please call Will at 917-523-1963 or Amanda at 323-259-2759 or email lamrg@commoncause.org