SERVICES

TOOLS

OPPORTUNITY

RELEVANCY

YOUTH

Traditional and new technology

Maximize the impact of your Production Toolkit
INVENTORY

Tools

• Cameras
• Tripods, Sliders, Jibs
• Microphones
• Lighting
• Editing
• Multi-Cam Systems
• Facilities
• On-Line Applications
INVENTORY

CAMERAS

- **CONSUMER – ACTION**
  - Mountable, durable, image stabilizer

- **CONSUMER**
  - Portable, lightweight, auto features

- **PROSUMER**
  - Improved optical quality, wider aperture, internal or mount light, two audio channels, dual card slots

- **DSLR**
  - Pro lens interchangeability, wider aperture

- **STUDIO**
  - Multi-cam connectivity, external zoom/focus control,
ASPIRING TO DSLR

TRAINING, OPPORTUNITY, SERVICE
IT’S COMPLICATED

- Short max record time and battery life
- Limited compatible codec for post
- Limited storage at max bitrate
- Poor ergonomics, weak connectors, no built in filters
- Forget hot cam moves, zoom

- Amazing depth of field
- Interchangeable lenses
- Excellent low light
- Film-like quality
- Attracts students & creatives
THE RIGHT TOOL FOR THE JOB

**WHO WHAT WHERE**

- Youth to Kūpuna
- Trainee to Cinematographer
- Sports to Conferences
- Single or Multi-angle
- Indoor/outdoor, tight/roomy

**WHY (that camera?)**

- Improve show quality
- Training, Mentoring
- Volunteer experience
- Services & Contracts
- Marketing & Promotion
TRAINING

- **New technology only after** learning traditional production workflows.
- **WAFFLES for all cams** (White balance, Audio, Focus, Framing, lighting, Exposure, Settings)
- **No camera can make up for crappy content**
CROSSOVER OPPORTUNITIES

Consistent and Frequent Practice with Traditional Cameras
MINISTUDIO

- Multi-cam robotics + Tricaster
- 30-minute live to tape
- Daily at 6 Media Service Centers
- Earn volunteer and community service hours
LIVE AT THE LEGISLATURE

- Multi-cam robotics + Tricaster
- 30-min. Live + Closed Captioned
- Every Monday during session
- Interaction with lawmakers
STUDIO

- Studio cams/jib
- 3 per month
- Varied formats
- Crew positions
- Set design
- Lighting
EXECUTIVE PRODUCTIONS

- Full camera range, Tricaster, EFP Truck (identified at site survey)
- 4 - 8 EPs per month
- Co-producing with an NPO or agency

OLELO.ORG/EP
EFP TRUCK

- Multi-Studios cam/jib
- 1 or 2 per month
- Advance training
- Engineer on site
INTRODUCING DSLRs

Signature Programs
ISLAND FOCUS

- Multi-DSLR
- Monthly
- On location
- EFP Truck
- Jib/Slider
- Atamos Sumo
- Drone
REGULAR ENGAGEMENT IN CROSSOVER OPPORTUNITIES

- Volunteers
- Training and Mentorship
- Internships
- Debriefs to improve
YOUTH INITIATIVES

Where traditional meets new Tech
BRING YOUR OWN DEVICE

BYOD

- Attention grabber
- Smart device as camera
- Accessories to raise production quality
- Check out and replicate best of YouTube
- Reality Check, it’s rarely the ‘quick and dirty’
• Workshops
• Events
• Youth gatherings
• Start with media and PEG Access Literacy
TECHNOLOGY IS EVER-CHANGING...

- **Use your tools, old and new, smartly and appropriately**
- **Make your services serve your training needs**
- **Youth is the key to capacity for the future, but let your mission, not your equipment, inspire them**