

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

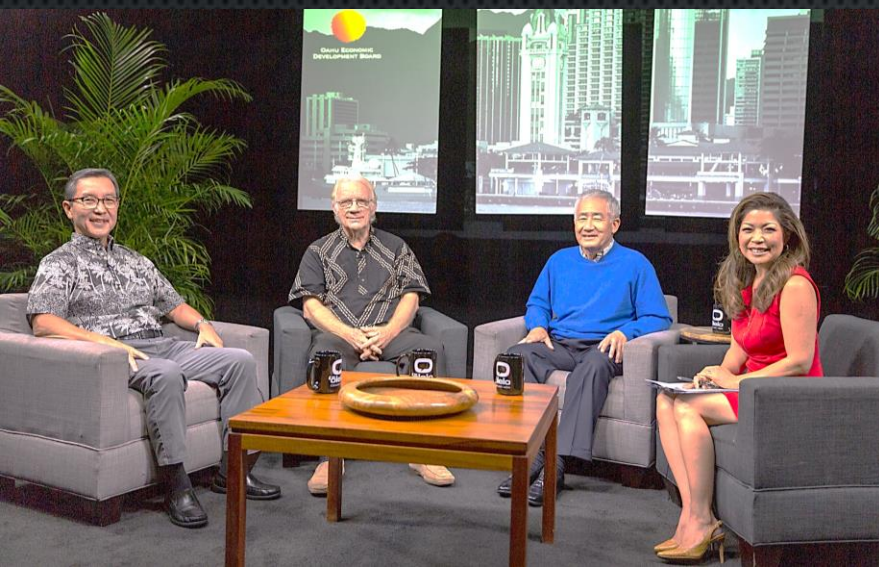
- MULTI-CAM ROBOTICS+ TRICASTER
- 30- MIN. LIVE + CLOSED CAPTIONED
- EVERY MONDAY DURING SESSION
- INTERACTION WITH LAWMAKERS





STUDIO

- STUDIO CAMS/JIB
- 3 PER MONTH
- VARIED FORMATS
- CREW POSITIONS
- SET DESIGN
- LIGHTING





EXECUTIVE PRODUCTIONS

OLELO.ORG/EP

- FULL CAMERA RANGE, TRICASTER, EFP TRUCK (IDENTIFIED AT SITE SURVEY)
- 4 - 8 EPS PER MONTH
- CO-PRODUCING WITH AN NPO OR AGENCY



EFP TRUCK

- MULTI-STUDIO CAM/JIB
- 1 OR 2 PER MONTH
- ADVANCE TRAINING
- ENGINEER ON SITE

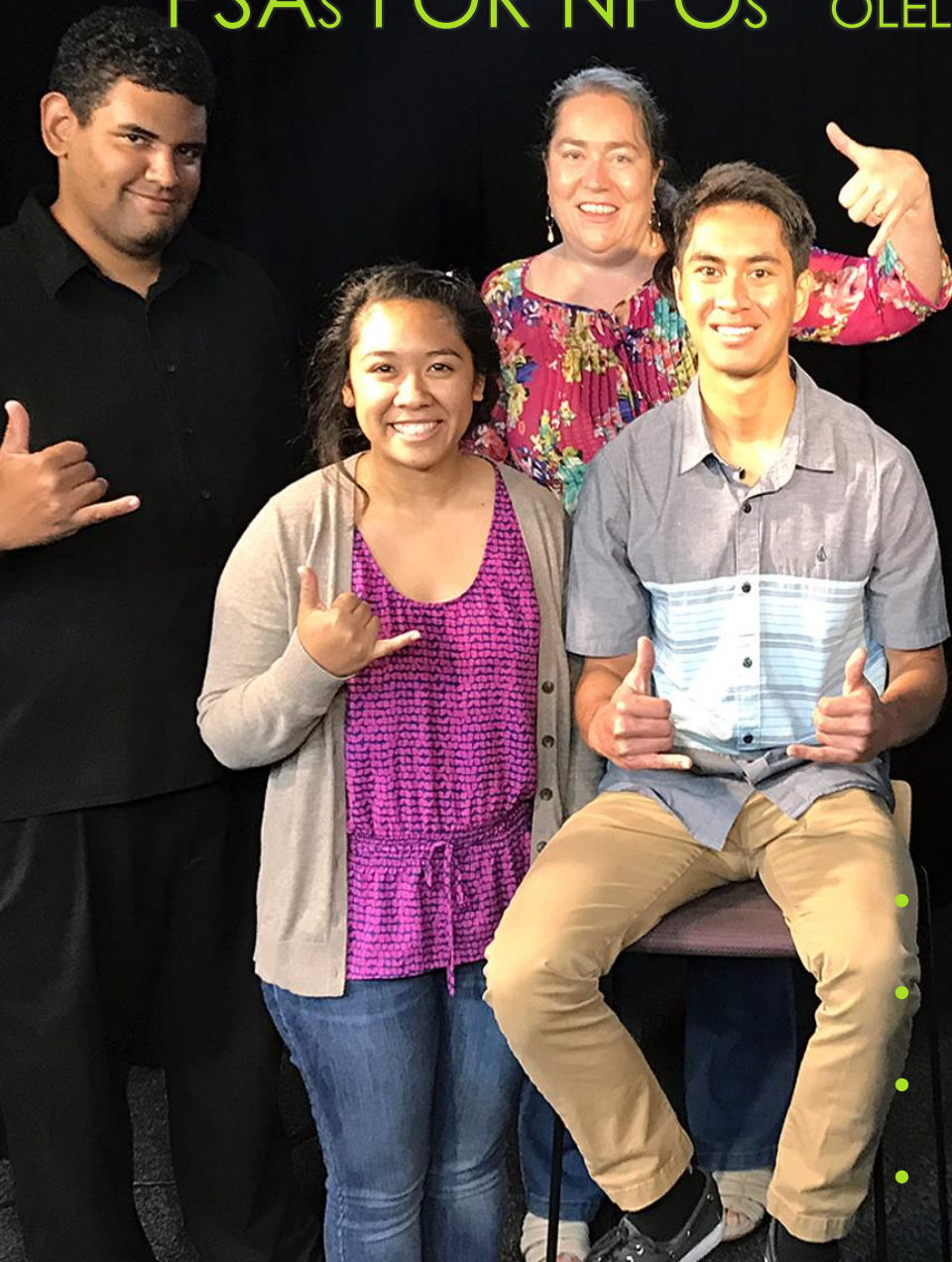


INTRODUCING DSLRs

SIGNATURE PROGRAMS



PSAs FOR NPOs OLELO.ORG/PSA



- MINISTUDIO + DSLR
- MONTHLY
- SIMPLE FORMAT
- QUICK TURNAROUND



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





- WCCC & HABILITAT



- CLIENTS



- YOUTH





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

