



# Tracking Video Productions with Trello

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# Why Trello Works for Production Management

- Trello is a project management tool, so it's perfect for a production workflow
- Trello allows users to reduce large projects into bite sized tasks
- You can assign projects and tasks to producers and crew
- You can set due dates for projects
- Users can attach documents and other resources to a Trello card
- It allows managers to see what's been done, what needs to get done, and who's doing it



## Why Trello Works for Non-profit Community Media

- **IT'S FREE!**

- A basic account is free for the whole team
- Up to 10 free boards per workspace
- Includes all functions needed to begin using
- One downside is that you can't export data for free
  - *Pay per user, per month for more features*
  - *See [trello.com/pricing](https://trello.com/pricing) for more information*



# Trello Structure and Terminology

- **Workspaces**
  - A typical production department will have one workspace
  - Using Trello for multiple departments would require a paid upgrade
- **Team Members**
  - These include anybody on staff that has interaction with production projects
  - In most cases, I would avoid adding freelancers to a Trello Team



# Trello Structure and Terminology

- **Boards: the top level in the Trello architecture**
  - Think of a Board as a physical whiteboard, where you write down various projects, assignments, etc
- **Lists: the secondary level**
  - Think of lists as stages in the workflow process. It's how we would organize a physical whiteboard
  - For Production Management, each list represents a stage in the Production process
    - Pre-Production
    - Production
    - Post Production and Editing
    - Etc
- **Cards: the granular level**
  - In the Production world, Trello cards represent each project individually
  - Within each card, you can assign tasks, take notes, set due dates, and have a record of all activity



# Translating Trello Into Production

- **Workspaces become departments or organizations**
  - My workspace involves all production department crew members
- **Team members become crew members**
  - Now there's a central place for crew to communicate and collaborate
- **Boards become home base for the department**
  - This is the central place for the entire production department
- **Lists become steps in the production process**
  - Upcoming Projects, Pre-Pro, Production, Post, QC, Delivery, etc
- **Cards become individual projects/productions**
  - Any production that comes through our department gets tracked with Trello

**IDEA LIST**

- BIG ISLAND KUMU PASSES AWAY, MAUI REACTS
- WHO'S STILL WEARING MASKS?
- FUZZ BOX UPCOMING EVENT VIDEOS
- MPD INTERVIEW ABOUT TRAFFIC FATALITIES
- SNEAK PEEK UPCOMING SHOW AT IAO THEATER
- Randy Hufford Photography
- SEA GRANT PROGRAM FROM NOAA
- Wailuku Bowling Alley under new Mgmt.

**PRE-PRODUCTION**

- Waikapu Country Town Project
- Pacific Biodiesel Concert for Ukraine Recap
- HAWAII WILDLIFE FUND
- NOAA COASTAL DUNES PROTECTION PROGRAM

**PRODUCTION**

- BROLL HOMELESS KANAHA LAWSUIT
- BROLL CIVIL AIR PATROL CRASH
- BROLL FOR 220419 TEASE

**POST-PRODUCTION**

- LEGISLATIVE UPDATE WITH TINA WILDBERGER - 220311
- Haleakala Air Tour Comments
- SUGAR COVE SPRECKELSVILLE BROLL FROM DLNR
- SMALL TOWN BIG ART EXPANSION PLANS
- KALA: THE REAL LIFE MOANA 2 - WAA CAPTAIN
- 220422 UKRAINIANS - ON WAR - 2 - DMITROV
- UKRAINIANS - ON WAR - 3 ANDREII
- BARRY WURST - Morbius
- BARRY WURST - Death On The Nile
- HOUSING CRISIS PART 2

**QC**

- BROLL FOR 220324 TEASE
- JOY & PERSEVERANCE
- MidPen Jazz Music Cut #1
- MidPen Jazz Music Cut #2
- BUTTERFLY CONSERVATORY
- 211215UNCLE GEORGE KAHUMOKU ON THE FARM #7 REPLAY
- 220105UNCLEGEORGECHICKENS #8 REPLAY
- SHARE CIRCLE MAUI #1 - MAUI PACK & SHIP
- SHARE CIRCLE MAUI #2 ROOTED IN WAILUKU
- SHARE CIRCLE MAUI #3 CURRY CUSTOM CUTLERY

**DELIVERY**

- HALEAKALA AIR TOUR COMMENTS
- Maui Stream App Promo
- PIDGIN WORD OF THE DAY 220422
- GRADUATION LEI BROLL
- ALOHA FRIDAY PHOTO FINISH 220422
- LEGISLATIVE UPDATE WITH TINA WILDBERGER 220422

**COMPLETED Q4 2022 APRIL-JUNE**

- MPD Maui Police Department Broll
- BROLL BEACH DRUM CIRCLE
- BROLL MAUNA KEA TELESCOPES
- BROLL KAHELE'S SEAT
- BROLL NEW DEPT OF AG
- 220124 MALAMALAMA - BEET SEEDING
- 2022 women of excellence broll
- BROLL MAUI INVITATIONAL BASKETBALL
- BROLL RESCUE PILOTS
- BROLL MALAMA HAWAII

**UNUSO MEDIA**

- BROLL UNITED WAY ALICE
- MAYOR VICTORINO MFD Waiaua Blessing 4.1.22
- MAYOR VICTORINO AJA OPENING DAY BASEBALL 220402
- Austin Travels: Titanic Artifact Exhibition REPLAY
- BARRY WURST - Fresh
- BARRY WURST - Texas Chainsaw Massacre
- MALAMALAMA 220321
- Barry Wurst - KURT VONNEGUT: UNSTUCK IN TIME
- CREDITS MUSIC 220224
- CREDITS MUSIC 220223

Sun

May 1

Mon

2 10 Items

**COMPLETED Q4 2022 APRIL-JUNE**

**EAST-MAUI-STREAM-DIVERSION EARTHJUSTICE-BROLL**

May 2 5/5

**220502-JONATHAN-STARR-KIPAHULU STAFFUS**

May 2 9/9

**COLOR-FEST-MAGG-CREDITS-MUSIC**

May 2 8/8

**AIRPORT-TOURIST-BROLL**

May 2 5/5

**Pacific Biodiesel Concert for Ukraine Reesp**

May 2 9/9

**HOKULEA-CREW-UPDATE-220502**

May 2 8/8

**MANI'Q-MONDAYS-MAY-DAY-5/2/22**

May 2 9/9

**MALAMALAMA-220426**

May 2 11/11

**SYMBROSIA-SEAWEED-BROLL**

May 2 5/5

**BROLL FOR 220503-TEASE**

May 2 3/3

Tue

3 6 Items

**POST-PRODUCTION**

**BROLL FOR 220504-TEASE**

May 3 0/3

**QC**

**220503 RISING TIDE - MAUI JIGGING TOURNAMENT**

May 3 1/9

**Molokai Mele #1 Patrick Hiro Trio**

May 3 1 0/8

**DELIVERY**

**INVASIVE SPECIES SERIES 4: Queensland Longhorn Beetle REPLAY**

May 3 1 0/9

**UNUSED MEDIA**

**Barry Wurst - KURT VONNEGUT: UNSTUCK IN TIME**

May 3 0/9

**Hā curriculum in Molokai Schools**

May 3 1 0/9

Wed

4 6 Items

**PRODUCTION**

**MEO MINUTE 220504**

May 4 0/10

**POST-PRODUCTION**

**BROLL FOR 220505-TEASE**

May 4 0/3

**QC**

**MAHI PONO - KULOLIO RANCH**

May 4 1/8

**MAYOR VICTORINO MFD Waialua Blessing 4.1.22**

May 4 1 5/8

**Molokai Mele #5 Adrien Canencia**

May 4 1 0/8

**DELIVERY**

**2H25UNGLE-GEORGE-KAHUMOKU-ON THE FARM-#7-REPLAY**

May 4

Thu

5 4 Items

**POST-PRODUCTION**

**BROLL FOR 220506-TEASE**

May 5 0/3

**HFUU FARMER'S UNITED 220505**

May 5 1 0/9

**QC**

**220408 INTERVIEW WITH VENE CHUN #2**

May 5 1/9

**Molokai Mele #2 Patrick Hiro Trio**

May 5 1 0/8

Fri

6 7 Items

**POST-PRODUCTION**

**BROLL FOR 220509-TEASE**

May 6 0/3

**QC**

**220321 EYA AFRICAN DRUM & DANCE TROUP**

May 6 1/9

**UNUSED MEDIA**

**LEGISLATIVE UPDATE WITH TINA WILDBERGER 220506**

May 6 0/9

**SURF REPORT 220506**

May 6 0/9

**MHS PET OF THE WEEK 220506**

May 6 0/11

**ALOHA FRIDAY PHOTO FINISH**

May 6 0/9

**PIDGIN WORD OF THE DAY 220506**

May 6 0/9

Sat

7







## Important Notes

- Buy-in from team members is very important
- Buy-in from leadership is very important
- Collaboration is key
- Oversight of boards are essential - keep an eye on activity
- Hold regular team training sessions



# Thank you!

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