Pivot to Video

Jeremy Wright,
President, Wright Public Affairs
OUR ACHIEVEMENTS-
SCHOOL BONDS AND LEVIES

1 International Award
3 North American Awards
$ 3.345 Billion we have passed since 2015
34 # of Oregon Clients
100 # of Schools remodeled/renovated

WRIG PUBLIC AFFAIRS
QUIZ TIME!

FRIDAY QUIZ
How many **hours of new video** are uploaded to YouTube every day?
1. 10,000
2. 75,000
3. 250,000
4. 450,000
720,000 Hours Every Day
82.2 Years
Every Day
New Content
5 Billion Videos Watched a Day
Video and Your School
Bond or Levy -
Getting Started
1. Why?
2. What?
3. How?
Why?
I saw the cutest thing today. A woman tickled the kitten on it’s belly with both hands and the kitten appeared surprised and responded by throwing all four paws out and then pouncing on her hand.
What?
1. Professionally Produced Videos
2. District/Internally Created
3. Animation/Explainer
4. Live Video
1. Professionally Produced Videos
VOTE YES on May 16th on PPS 2017 School Bond Measure 26-193

I hear it's the same at every Portland school
2. District/Internally Created
Trikia White
LCS 2019-2020 Teacher of the Year
3. Animation/Explainer
The proposed bond would maintain current tax rates.
4. Live Video
How?
What is the one thing all of these videos have in common?
Storytelling
Have a Plan
3 Steps to Great Telling a Great Story with Video

1. Objective
2. Audience
3. Message
Final Thoughts