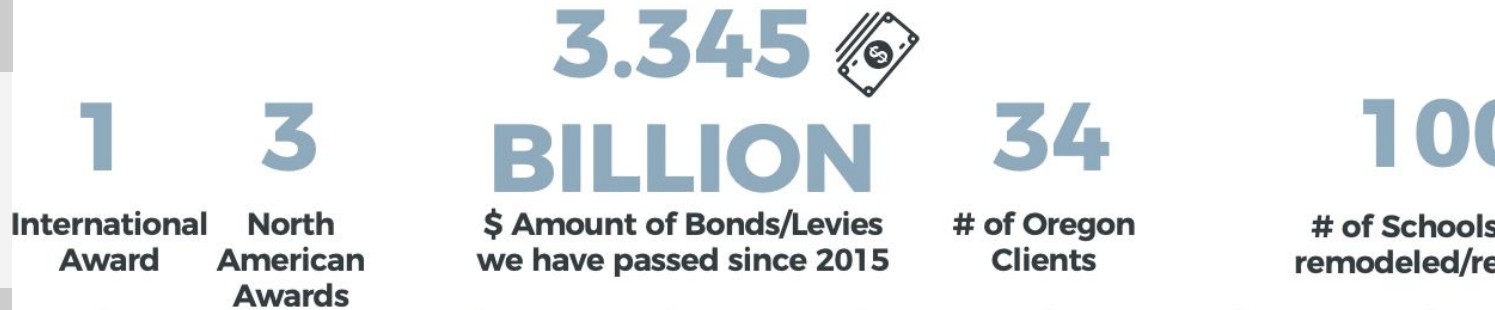


# Pivot to Video

Jeremy Wright,  
President, Wright Public Affairs



# OUR ACHIEVEMENTS- SCHOOL BONDS AND LEVIES



**QUIZ  
TIME!**

A speech bubble with a white border and a grey drop shadow, containing the text 'FRIDAY QUIZ'. The text is centered and uses a rainbow gradient color scheme.

**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  
New  
Content

Every  
Day

—

---

**5 Billion Videos  
Watched a Day**

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# **Video and Your School Bond or Levy - Getting Started**

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- 
1. Why?
  2. What?
  3. How?
-

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**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.**





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**What?**

- 
- 1. Professionally Produced Videos**
  - 2. District/Internally Created**
  - 3. Animation/Explainer**
  - 4. Live Video**
-

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# **1. Professionally Produced Videos**

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**ERIN MCGILL**  
ELD teacher

 **VOTE YES**  
on May 16th

on PPS 2017 School Bond  
Measure 26-193



I hear it's the same at every  
Portland school

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## 2. District/Internally Created

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**Trikia White**  
LCS 2019-2020 Teacher of the Year

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# 3. Animation/Explainer

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The proposed bond would  
maintain current tax rates.



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# 4. Live Video

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How?

—

**What is the one  
thing all of these  
videos have in  
common?**

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# Storytelling

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# Have a Plan

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# 3 Steps to Great Telling a Great Story with Video

1. Objective
  2. Audience
  3. Message
-

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# Final Thoughts

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