

GATHER AROUND THE SOCIAL CAMPFIRE

Optimizing Video for Higher Ed Social in 2023
Mitch Powers, Senior Multimedia Producer, UVA

SOME ANCIENT HISTORY

- DSLR Video/The Chop Shop
- Virginia Tech: Film to Video
- Senior Multimedia Producer, UVA
- Documentary/Cinematic Video Producer
- USM/UNO/SCAD/VT/UVA



CULTURAL ORIENTATIONS OF VIDEO PRODUCERS

- Film/Cinematic
- Documentary/Cinema Vérité
- News-gathering
- Social
- Novelty-seeking

“WHAT DOES THAT EVEN
MEAN, A VIDEO FOR
SOCIAL?”





0:00/0:16



HD



orange and maroon flakes! 😊
Like · Reply · 5 · April 5 at 12:46pm



Nancy Mylene Collins WOW! That's lot of snow.
Like · Reply · 1 · April 5 at 10:37am



Jason Goldstein Bleaksburg at its finest
Like · Reply · 2 · April 5 at 10:31am



Mesho Aljohany Omg I plant to come there ,but when I saw this one I'll change my mind
Like · Reply · April 6 at 12:14am via mobile



Phyllis Abernathy really love it
Like · Reply · 1 · April 5 at 11:36pm



Nicole Schaefer I miss VT! Always a Hokie 😊 Hope to send my kids one day!!
Like · Reply · April 5 at 10:50pm via mobile



Martha Trombold really nice!
Like · Reply · April 5 at 5:05pm



Mary Smith That's Blacksburg weather! Always so beautiful at VT.
Like · Reply · 1 · April 5 at 4:56pm



Rich Hoke no snow here **David Hoke**
Like · Reply · April 5 at 4:55pm



Michelle Anderson Shawn Just like at my house!
Like · Reply · April 5 at 12:38pm



Vicki Robinson Firtion Beautiful! But I'm glad I didn't get that much snow!
Like · Reply · April 5 at 11:03am



James Brown hogwarts?
Like · Reply · 1 · April 5 at 10:53am



Bill Stepp Always thought Burruss Hall resembled the description of Baskerville Hall in HOUND OF THE BASKERVILLES .
Unlike · 1 · April 5 at 11:40am



Write a reply...



Write a comment...





Toni Morrison shared a link.
December 5, 2013

This short documentary traces the behind-the-scenes preparation and inspiration for 'Sheer Good Fortune: Celebrating Toni Morrison.' The event was an epic poetry reading hosted by Nikki Giovanni and Dr. Maya Angelou honoring Toni Morrison.

The film features appearances from Angela Davis, India Arie, Sonia Sanchez, Rita Dove, Edwidge Danticat and many other prominent figures.

(Posted by Vintage Books & Anchor Books)



Sheer Good Fortune - A Documentary
vimeo.com

This short documentary traces the behind-the-scenes preparation and inspiration for 'Sheer Good...

Like · Comment · Share

👍 1,292 💬 39 🗨️ 481

👍 1,292 people like this.

Top Comments -

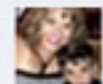


Write a comment...



Cheri Lynn Oh, I would have loved to be in their presence... How awesome & oh so very deserving. ❤️

Like · Reply · 🔄 17 · December 5, 2013 at 3:36pm



Nikki Carrero-Velasquez Three of my favorite writers/poets/teachers. xoxo

Like · Reply · 🔄 15 · December 5, 2013 at 3:12pm



Beverley MsJackson Ifyanasty Smith Many thanks! Toni Morrison, Nikki Giovanni, and Dr. Maya Angelou on one stage. Wow!

Like · Reply · 🔄 1 · December 5, 2013 at 3:41pm



Rosa DuCree Only visual ! Trying to get audio ! All of my favorite writers on one place ! Thank you Toni Morrison for sharing..

Like · Reply · December 9, 2013 at 12:14pm



Deborah Ray-Sims So remarkable. I remember meeting Niki Giovanni, Sonia Sanchez and Toni Morrison years ago and regret that I didn't take pictures with them...Paying tribute to Toni is like paying tribute to our legacy as African



Michelle Queen ❤️ ya mama!

Like · Reply · December 7, 2013 at 11:12pm



Denice Sheppard I am quite sure it was a room full of excellence. Beautiful spirits

Like · Reply · December 6, 2013 at 3:26pm



Denice Sheppard I must see this!

Like · Reply · December 6, 2013 at 3:15pm



Kanika DivineDivinity Brookins excellent!

Like · Reply · December 6, 2013 at 2:40pm



Melinda Dill A wonderful tribute to a magnificent and courageous writer

Like · Reply · December 6, 2013 at 1:44pm



Gita Hacham beautiful she-heros. thank you for this film...

Like · Reply · December 6, 2013 at 1:36pm



Brittany Johnson I was there ❤️❤️

Like · Reply · December 6, 2013 at 11:51am



Audra Banks No words! Moved to tears..it's best to receive your flowers when you are still able to smell the aroma.. hoping the fragrance Toni received was to her liking.. God's blessings for this moment!

Like · Reply · 🔄 1 · December 6, 2013 at 9:42am



Christophe Arnous a magnificent writer!!!! nothin'else?

Like · Reply · December 6, 2013 at 9:16am



Antwan L. Herron A treat. Smiled. Laughed. Imbided. Enjoyed it. Also: I'd like to believe that a writer, amid the aloneness, invites the world into the writer-mind.

Like · Reply · December 6, 2013 at 3:57am · Edited



Barbara Gilchrist Feyl Beautiful tribute to a great icon. To have been there....

Like · Reply · December 6, 2013 at 3:03am



Jamika Ajalon That was good food!!!

Like · Reply · December 6, 2013 at 2:40am



Thibeault Di Vidi It made me smile and gave me good vibes, it made my day 😊

Like · Reply · December 6, 2013 at 2:04am



Randon Ryland That was beautiful!

Like · Reply · December 6, 2013 at 1:06am



Elizabeth Chillious I wish I could have been there just to share the moment.

Like · Reply · December 5, 2013 at 10:08pm



Sonia Zedef Darn i can't play it!!!

Like · Reply · December 5, 2013 at 5:46pm



Tawanda Simpson-Jones Thank you for sharing. I enjoyed this immensely.

Like · Reply · December 5, 2013 at 4:46pm



Cristal Brown Simply beautiful

Like · Reply · December 5, 2013



Leroy Moore This brought tea much.

Like · Reply · December 5, 2013



Brigitte Barnard Barnard I wi Wonderful!

Like · Reply · December 5, 2013



Mary Disney shared

Like · Reply · December 5, 2013



Alice Player Wow... everybody

Like · Reply · December 5, 2013

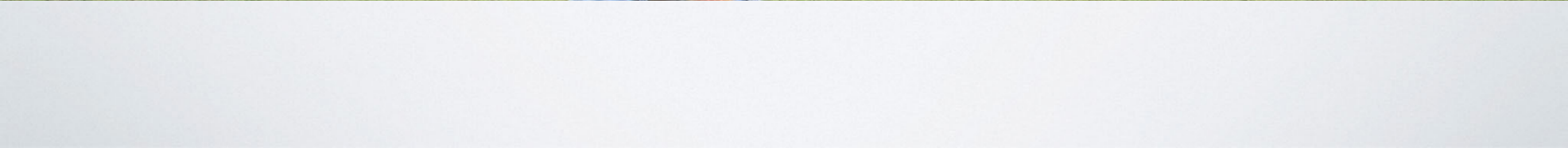
I HAVE BEEN TO MAYA ANGELOU'S HOUSE

- We had lunch there.
- Her sweet tea recipe is 1/2 Simply Apple and 1/2 Celestial Seasonings Cinnamon Apple Spice

The New Science of Viral Ads

Thales Teixeira (HBR, 2012)

- What makes something shareable?
- Pulse the brand
- Immediate emotion, joy or surprise
- Emotional Dynamics
- Targets extroverts





@BrianPhillipsRC 7 years ago

Have you ever considered a conventional (or folding) prop design for your thrust? Much better power to weight ratio, and typically cheaper too. If you needed the duct for safety, just design a guard around the assembly.

4 Reply



@kanyeeast2256 4 years ago

I think the reason why the U.A.V cannot be easily hand-launched is because of its top-mounted EDF configuration. At full theust, the engine exhibits a signficat net force that actually push down the nose of the U.A.V., resulting in various crushes. If the team is able to configure the U.A.V. into a bottom mounted engine configuration, the problem of hand-launching can be solved. But that also means the need for landing gears upon landing. Great work though. I am also applying to UVA EA for fall 2019 next month, just loving it. ...

[Read more](#)

2 Reply



@KylejvT 8 years ago

Thought about using a catapult or atlatl to launch it? Might help get enough speed in that short a distance to reliably get it in the air. Awesome work btw!

Reply



@KDubDub 8 years ago

"fully autonomous" is overused and usually incorrect. Most people seem to use the phrase as a synonym for "fully automated" but autonomy and automation are actually different (but related) concepts. A fully automated aircraft would fly a predetermined flight path that was created by a human. A fully autonomous aircraft would fly a flight path determined by an onboard or ground station-based algorithm which might have been given a few parameters by a human such as "search this field" or "go take pictures of the empire ...

[Read more](#)

24 Reply



@stinson87 8 years ago

awesome! what is the AUW of the airframe? Im interested on the wing loading and 3d printed concept for flying wings!

Reply



@nkdurett 8 years ago

Awesome job guys!!! I would love to get the STL files for this!?!?!?!?!?

7 Reply



@oudeiseimi2724 7 years ago

Nice job. Please continue development.

Reply



@oudeiseimi2724 7 years ago

You may want a vertical ridge under the nose, to act as a handgrip for hand launching. Pushing it from the rear is not a stable way to launch.

Reply



@modelaircraft 8 years ago

WOW Very nice work!

Reply



@sasty73 8 years ago

Excellent Job guys!! Congrats. its possible to find this on ebay?, can you transmit live feed video from the phone camera or it is possible to attach a HD video camera on the UAV??? greetings from Colombia

Reply



@bananastand4729 8 years ago

That is brilliant. But why not try launching it with an atlatl? I know it's not hand launching though.

Reply



@valderja 7 years ago

They were trying to hand launch it wrong the whole time. These things are best launched by holding one leading edge and almost discus launching it to get speed and a little height.

Reply



@UniVirginia 8 years ago

Incredible.... nicely done video too!

1 Reply



@Michiganish 8 years ago

Well...you have a ducted fan unit for power, you should integrate a DUCT into the design!! the smaller orifice at the end of the duct creates more pressure. Then you need to hit the throttle all the way BEFORE you launch, that way thrust is built prior to release. And you can't pull up right away because you have no air over the ailerons/elevator. If you designed a "launch flap" directly behind, or at least partially grabbing some air from the thrust vector, you could lift right away. I think these things would give you greater ...

[Read more](#)

Reply



@TDTHWYL 8 years ago

Have you considered a small "handle" on the bottom, (that would fold back flush with the bottom on landing) to help launch with the proper attitude?

Reply

[1 reply](#)



@tripalong 4 years ago

I feel that their lack of thrust was due more to the planes lack of a thrust tube and not the motor's power.

Reply



@AngeloCarlotto 7 years ago

Hey guys, congrats.

There is any where we can download the files to be printed?

...

[Read more](#)

Reply



@user-tb9he5zi1d 6 years ago

How did you controll the elerons without sticks and servomotors? It looks pretty good, sorry for my english

Reply



@jimmytiler5522 7 years ago

heres a further IDEA: make it in sections in otherwords if it crashes it breaks apart in places where it put together IE a flying puzzel.WINGS have say ten points that snap together with flush fitting joints same for fuselage so if crashed just snap it back together. THIS was for FREE go ahead use it it will give you the edge on the market

Reply



@philprzybyszewski2856 8 years ago

Very cool!

Reply



@WeBeYachting 7 years ago

Enjoyed this video its just awesome. Cheers from Sint Maarten

Reply



@brittonstudios 8 years ago

seems like 3d printing the whole thing instead of just spars and structures would make the plane much heavier than needed and lower the payload capacity. Is it possible to just print the the main bits and struts and then cover the open wing surfaces with monokote or something?

6 Reply

[1 reply](#)



@flying4nature 8 years ago

Nice wing technology.

Reply

The “Cinematic Social Object”

- An answer to Jerry’s question and a strategic focus
- A gathering place
- A party, with a few party crashers
- A guest of honor



FUEL FOR THE FIRE: AUTHENTICITY


- The guest of honor
- A lack of artifice
- Spontaneity and its opponents in administration and faculty
- The sound of thinking/novel constructions
- Working it out in front of us
- Expectations are set at the point of first contact


HOW DO WE ACHIEVE
AUTHENTICITY IN AN
ESSENTIALLY INAUTHENTIC
ENTERPRISE LIKE FILMMAKING?


THE PROCESS


- First contact
- Pre-interviews, with notes/transcript
- Spec Scripts
- Interview Questions
- Interview Design





- 


Top fan
Cheryl Beres Castellucia
 Love this! ❤️
 Like Reply 40w
- 


Katya Shoemaker Spicuzza
 What a fabulous young lady ! I love her attitude and fortitude...UVA so fortunate to have Julie on horseback. I wonder if she rides her own horse ???
 Like Reply 40w 6
- 


Sarah Rea
Katya Shoemaker Spicuzza it looks like Kim's horse. Kim spent a lot of time training his horses for Scott Stadium
 Like Reply 40w 3
- 


Katya Shoemaker Spicuzza
Sarah Rea I wondered...tremendous amount of training I imagine to put up with noise and crowds !!!
 Like Reply 40w 5
- 


Kelly Atkinson
 I love this! One of my favorite traditions from UVA and so thrilled to see a woman in the role! Brings back great memories from my undergrad years on Grounds ❤️
 Like Reply 40w Edited 7
- 

Martha Minetree Grasty
 Outstanding in every way. Kudos to Julie and all who are part of this refreshing change. 🍷🍷🍷🍷🍷
 Like Reply 40w 2
- 


Eve Meceda
 As a fellow 'Hoo and a fellow rider, I am so thrilled for UVA and for Julie! Wahoowa! 🍷🍷
 Like Reply 40w 3
- 


Gail Landry
 Absolutely love seeing a woman in this role!! ❤️❤️
 Like Reply 40w 4
- 


Alexander R. Cohen
 A striking coincidence to be refreshing this symbol, which harks back to Charles I and II and the then-colony of Virginia's refusal to recognize the Cromwell regime, at the same moment a new British king has chosen to be known as Charles III.
 Like Reply 40w 4
- 


Susan Dean Mundy
 What an excellent choice to carry on this tradition! Way to go, Julie!
 Like Reply 40w
- 


Missi Sanders
 Awesome !!
 Like Reply 40w


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
Ann McGuire
 How great is this! 👍
 Like Reply 40w
- 

Christine Emrhein Beale
 Cav-woman 🍷💙
 Like Reply 40w
- 

Daphne Hubbard Berry
 Yes!!!!
 Like Reply 40w
- 

Dawn Jackson Brennan
 It was awesome seeing her yesterday at the ODU game!!!
 Like Reply 40w
- 

Top fan
Sharon Dooley
 A great role for a great woman.
 Like Reply 40w
- 

Ai Ning Loh
Tiffany Gilbert!! ❤️
 Like Reply 40w
- 

Top fan
Tracy Kellum Simpson
 Love this! But I'm pretty sure there was at least one woman who rode as the Cavalier back in the mid-90s. 😎
 Like Reply 40w

JULIE CARUCCIO

- A layer cake of themes.
- An éclair of iconography
- Equestrian culture

Script 01:

I've always loved horses. I was on polo team at UVA, did x y z.

So horses have always been part of my life at UVA.

I'm a double hoo and I've spent my professional life at UVA

I've been an administrator here for x years. Tried to help students. Be a member of this community, make it better.

So when I heard that Kim our current Cavalier on Horseback was retiring, I put my name forward and beat out the competition.

It's an amazing feeling, putting on the costume. And riding onto that field.

Vibes

I've been to alot of football games, but the view from horseback is unlike anything I've ever seen.

To be the Cavalier now, and represent uva on horseback, it's amazing.

Script 02

Horses have always been part of my life.

Horses and humans have a pretty ancient relationship. When you keep them or ride them, you're participating in something profound and fundamental

Horses have been used in hunting, agriculture and war.

You can rely on them.

I've raced horses, kept polo ponies. It's always at the center of our lives out here on the ranch.

(Cavalier Meaning/Relate to History)

(Horse Vibes/Magic Transition

I've been an administrator at the University for a long time. Did x job and y job. But I left the horses behind a while back. I guess when I heard about THIS job coming open, I thought, why not take a shot.

That feeling, of riding at full speed, I hope everyone can experience it. But if they can't maybe they can experience it through me.

I'm Julie Caruccio, I'm the new Cavalier on Horseback.

INTERVIEW QUESTIONS

1. Tell me about your history with horses.
2. At UVA?
3. UVA story?
4. Charlottesville ties and special feeling.
5. Tell me about hearing about Kim retiring.
6. How does it feel?
7. Any conclusive thoughts? Can you talk about this as a crowning achievement?

Vibey Questions:

What's that feeling of being on horseback?

What's cool about a horse.

What do you think about the Cavalier? History? What is the spirit of a cavalier?

THIS IS WHY I'M NOT SKEPTICAL OF CHAT GPT

I am already applying a limited set of choices and expectations,
programmed by my cultural experience.

Understanding that, I try to create *room for the unexpected* in
the interview and in post.

INTERVIEW AND QUESTION DESIGN

- Storytelling formulations:
- “Can you talk about...” and “Could you tell me the story of...”
- Don’t give your interview subject more cognitive work: “Please include the content of the question in your answer.”
- Ask dumb questions, don’t be afraid to get lost. Leave space for more.
- Save redirects and must-haves for the end.

BE PREPARED TO REIMAGINE THE
PIECE IN POST-PRODUCTION. THE
MAP IS NOT THE TERRITORY.



SANDY WILLIAMS IV

- Found story by walking around, asking questions
- An emotionally dynamic and unique student story
- Inherent visual appeal
- Wax Monuments, Grad School, now an Assistant Professor at UR

STORY PITCHES

- Get them past “We Need a Video.”
- What’s the STORY. Is it VISUAL?
- What can a video accomplish as opposed to other methods?
- Internal politics can interfere. Sometimes you compromise.

GENRES

- Student Profiles
- Professor Profiles
- Research Features
- Class Profiles
- Team Profiles
- Social and Short

them: "it's just a school"



WHO IS THE AUDIENCE?

- Prospectives
- Students
- Alumnae
- Parents
- Influencers



Move-in and Emotional Dynamics

- Often overlooked
- This one is about the parents
- Onboarding an audience
- Every parent can relate

CALENDAR YEAR

The Perennials

- Move-in
- Seasonal Videos
- Holiday Videos
- Year-in-Review
- Commencement



APRIL FOOL'S - THE UV REBRAND

- Original Concept by Matt Weber
- Script and storyboard by our team, with contributions from the Office of the President
- An opportunity to parody ourselves, the rebranding process and the whole phenomenon of online outrage
- Facebook limits led to record breaking comments per view



@swithheld9905 2 months ago

Wow, this is so well done! Jim knocked this out of the park with his delivery, and the marketing / brand exec person and panel shots were super believable.

Someone(s) spent a lot of time pulling this together, because the attention to detail is fantastic. Everything in the background is absolutely hilarious: the posters on the wall - "If UVA were a Taylor Swift album;" "If UVA were a Golden Girl," with Sophia winning the vote; all the panelists having names from Clue (Miss Scarlett, Mrs Peacock, Colonel Mustard); the I feel "bellicose" option on the big notepad; the V connotations including 'velociraptor' and 'underpants' for U, then asking people to "solve for A"; the 'cul de sac' note on one of the new brand logo options.

Nice work. Go 'Hoos!

Show less

40 Reply



@lisadaniels4435 2 months ago

I started going through my stages of grief and flew through denial right into anger.... then to appreciation for this brilliantly crafted April Fools joke done in true Wahoo Fashion 🧡💙

12 Reply

✓ 1 reply



@rberg 2 months ago

I felt for it big time. What irked me most was how cavalier Jim Ryan was talking about a meaningful change. Well done.

5 Reply



@lisablack6221 2 months ago

This was amazingly clever! I completely fell for it and instantly texted my daughter and husband!! Then I looked back to send it to them! And saw the end!! I love this UVA!! Thank you for the laugh and thank you for all the wonderful times and opportunities you are giving my daughter, Loren Black, a third year student, there at UVA!! Go Hoo's!! WAHOOWA!! 💙🧡

4 Reply

✓ 2 replies



@user-vu3cm1ju9r 2 months ago

Not sure if it's a joke, or simply a ploy to acclimate us to yet another erosion of what makes UVA distinct. With the recent relaxation of the honor code (what's next, guilty in a court of law getting to decide their sentence), nothing would surprise me in regard to the shift in principles at UVA. While I've been proud of my linkage to UVA in the past, I find myself less connected to this institution.

Reply

WE ARE IN THE AFTERGLOW OF FACEBOOK'S GOLDEN ERA

- Facebook had its finger on the scale for video, in several ways.
- FB now want us to pay to reach that audience
- Gated at about 4%
- Assuming we will eventually see something like this at Insta, still gaining some traction via reels in support of biz goals.
- Measuring engagement that controls for limits: the comment/view ratio

OTHER NEW THINGS

- Text-based editing in Premiere
- AI Tools, Chat GPT and Adobe Firefly
- Adobe Podcast, Generative Fill, Generative Recolor



JIE LU '24

JIE LU

- Why is it always day time at Universities?
- Higher Education is an Adventure and a Romance
- Look for opportunities to make the body of work reflective

QUESTIONS?

- University Video Producers on Facebook, 1500 Members talking about what we do and how we do it.
- mitchellpowers.com