

Communication PRinciples for Principals

FEBRUARY 2010

HOW TO USE DODEA VIDEO PRODUCTS



IDEA

If you have an idea for a video or if there's an event or activity in your school that would make a compelling story, please let us know! Send the information along to your Area Public Affairs Officer or to the DoDEA Communications Staff in Arlington, Virginia.

How to Use DoDEA Video Products

DoDEA's Communications Office in Arlington, Virginia has a Video Production Branch, staffed by two audio-visual production specialists who create and produce a variety of video products. These video products support a wide variety of DoDEA programs and initiatives and include public service announcements (PSAs) which air in American Forces Network and the Pentagon Channel, news-oriented products, video testimonials, training videos, and promotional pieces. All of these products are available on the DoDEA website. Hopefully, many principals have seen these products and have had a chance to use them in their communications program. This issue will provide an in depth look at video products that are available, where you can find them, and how you can use them to you school's benefit.

How to find video products

All DoDEA video products are posted to the DoDEA website – www.dodea.edu.

There are two ways to access the video products:

- » You can click on the "Pressroom" tab which will take you to a drop-down menu. One of the choices is "Video Releases." Clicking on that link will take you directly to the Video Releases page.
- » Bookmark the following link in your Favorites directory: <http://www.dodea.edu/pressroom/video.cfm>

Take a few minutes to familiarize yourself with the products and how they are arranged. Clicking on the tabular headings will bring you to all of the video products that support themes like Back-to-School, News in a Minute, or the Chat Room.



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Visit the DoDEA website
for more information.
<http://www.dodea.edu>

Using video products in your communications program

A quick introduction to the types of video products available will help you get acquainted with what's available.

- » **Chat Room** – A 15-20 minute news talk show featuring a variety of educational and DoDEA-specific topics in a host/guest format.
- » **DoDEA News in a Minute** – A 60-second news segment featuring a topic of current interest in DoDEA
- » **Public Service Announcements (PSAs)** – “commercials” often featuring a well-known spokesperson supporting DoDEA initiatives that are broadcast on the Pentagon Channel and American Forces Network. You can use them in your school products or web.
- » **Back to School** – Messages from the DoDEA and Area Directors welcoming students and parents back for a new school year.
- » **Training** – Informational videos offering step-by-step instruction on new initiatives and programs.
- » **Miscellaneous** – Promotional and informational videos on current topics and initiatives.
- » **Testimonials** – throughout the DoDEA website you will find testimonials from parents, teachers, and students about a variety of topics

You can use these video products in a variety of ways:

- » Show them during staff meetings or professional development sessions.
- » Send an e-mail to parents inviting them to watch online.
- » Show them to audiences at Back-to-School Open Houses or Parent-Teacher Conferences.
- » Show them to Commanders and their staffs at installation staff meetings.
- » Show them to students when the topic is appropriate and relevant.

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TIPS



Have an idea for a video? We'd love to hear from you!

If you have an idea for a video or if there's an event or activity in your school that would make a compelling story for the entire system, please let us know! Send the information along to your Area Public Affairs Officer or to the DoDEA Communications Staff in Arlington, Virginia.

Points of Contact for Video Ideas:

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