**CIPP Annual Meeting Albuquerque 2012**

**Homework for Internet Outreach Workshop with Scott Haskins**

I’m looking forward to a productive and fun workshop on utilizing the Internet for public outreach. But part of the “productive” part of the equation depends on you doing some work beforehand. I hope the homework will be fun for you.

*This is only for fun… an example. Don’t worry if you mess up.*

**First of all, I want you to assemble 10 digital photos, in a jpeg format, that all centered around one subject.** If you can only find 7 or 8 that’s fine. If you don’t know what “jpeg” is, then call me right away at 805 564 3438. Here are some suggestions for a work related subject:

* Different photos of your lab
* Different photos that illustrate your capabilities
* The steps in an interesting repair or treatment
* Photos of different objects with similar condition problems or something else related (origin, authorship etc).
* Photos of different cities or types of clients you may service

Put all the photos in a file, label the file so you know what is inside and put it on your laptop desktop where its easy to find. *If you have time, come to the workshop with a couple of folders of photos.*

**Second task: go to** <http://animoto.com/referrals/wibkrzgf>

* This process can be super fast – 5 minutes
* Sign up (its free and I don’t get lots of emails from them… maybe a few times a year) If you like the service and want to make longer videos than 30 sec… its only $30 per year.
* After you sign up, click on “Create Video”
* Click on the first template “Original Animoto”
* Watch the quick instructional video
* Choose music – this is only a test… don’t get all “choosy” about it!
* Upload your 6-8 digital photos from your folder (you can highlight them and upload them all at once – don’t worry about the quality of the photos – remember, this is just a test.)
* Add text: Choose a title and then in the “text” put your phone number or whatever you want.
* Click on the “Process video” and wait a few minutes.

Keep track of your log in info. We’ll go see your video in the workshop.

**Hey! You’ve got a video worth showing!**

Now what do you do? If you want to and can figure it out, email the link to a friend or client, post it on your Facebook page, tweet it and post it on YouTube. If you don’t know how to do any of that… don’t worry about it… you are done! We’ll talk about what to do in the workshop.

See the one I just created at <http://animoto.com/play/1YmQxOdWPptlLJ4rEWJhMQ>

Here’s the same video uploaded to YouTube with some modifications: <http://www.youtube.com/watch?v=aFg7xYXyLYI>

Here’s another Animoto vid I made about a year ago related to a news event. Note the number of “hits” the video got: <http://www.youtube.com/watch?v=2qygVKHiEF4>

If you don’t do this homework, you will still enjoy and benefit from the workshop so come anyway. Get a friends signed up and come with a friend.

Questions? Call Scott Haskins at 805 564 3438

All my best!

Scott