

Oregon Dunes Restoration Collaborative
Educational Video Meeting Minutes – 5/6/19

Recap of prior actions

- Idea for an educational video has been discussed since summer/fall 2018
- Have met with Eugene based PR and marketing firms for general advice:
 - Who is the audience / what is the call to action / etc...
- We have a rough draft of the script
- Some footage has been taken thus far
 - Work parties on 4/20 and 4/27
 - General landscape footage
 - B-roll from Travel Lane County (mostly recreation shots)

Funding

- Submitted a grant for \$5,000 to Jordan Cove LNG project to pay for the educational video and misc. communications expenses
 - Will know in mid-June about that grant
- BUT, should ODRC be concerned about accepting funds from Jordan Cove?
What is ODRC's stance on Jordan Cove?
 - We will discuss with the full group during the May 10 meeting
- Funds also available in ODRC's existing education budget

Finishing the script

- First priority should be to finish the script; as it will affect the shots needed / schedule of filming
- Helpful to make two different formats:
 - 1 is just the voiceover content
 - 1 contains notes about the shots/scene/visual component
- Voiceover content – writing the script can get timing down
 - ~1 page of text is ~1 minute of speech time
 - Read through at a natural talking pace and figure out time
- 3-5 minutes is good overall length to shoot for – keep audience's attention but also gets all of the information across
- Make this video a 3-5 minute "pitch" about the dunes that can be used in a variety of settings

Voiceover vs. On screen interviews

- If you do only 1 or 2 interviews (people on camera) – it can break up the flow if the rest of the video has a voiceover narration
- Voiceovers can be really dialed in by writing a strong script
- Interviews can seem less refined if you are just asking questions
 - We could write the answers fully out and have the interview "read" those so it seems less rambling
- Could include "video portraits" – show people working / volunteering / recreating – short clips; explain who they are via text
 - I.E. short clip of a volunteer; of an OHV; of birders, etc...
 - Helps make a human connection to the work being done

General flow of video

- 1/3 to inspire the audience to care about the dunes
- 1/3 to teach them about the dunes
- 1/3 to convince them to take action to save the dunes
- Write the “speech” script first – and then we can cut/add to it
 - Focus on the voiceover – we can worry about the visual component later
 - Make it conversational – not like a lecture; not technical terms
 - Make sure that in the explanations – introduce / talk about Scotch broom (as well as the grasses) since volunteers would be more likely to be removing scotch broom than grass

What is the call to action – what do we want them to do?

- To join the ODRC; to volunteer; to donate
- Tie back to 3 ODRC goals from strategic plan
- Help “ground” the work since it is such a large project / make a human connection
- For more information, direct to website
 - Include the book and its award
 - “For more information, visit saveoregondunes.org or pick up a copy of our award winning publication *Restoring Oregon’s Dunes*” ?
 - As part of credits or at the end?

Potential audiences

- Anyone who would want to learn, volunteer, or donate
- Will be used on social media; as part of communications / outreach presentations; in classrooms; and potentially in local businesses (esp. OHV businesses)
- All members/partners of ODRC are part of the audience
 - Make it so that Oregon Wild, Save the Riders Dunes, others, etc.. will want to share to their audiences

Filming / editing timeline

- Script is the backbone – once we get that firmed up, we can really move forward
- After we have the script – Michael and Jeff will look at shot list and determine what needs to be new vs. what we can use from B roll / other sources
- Filming opportunities – film another work party and an educational event
- 2-4 days needed out in the dunes for landscape / vegetation / wildlife shots
- Collect all historic photos / get permission from sources
- Filming + rough draft in ~ 1 month

Next Steps:

- Jeff & Eleanor – continue working on script in May
- Michael – send examples of his work to the group
- Jeff – send potential filming dates to Michael and Gary
 - Including May 21 event w/ Mapleton Middle School
 - check with USFS for any permits
 - Send drone / permit info to Michael
 - Get full ODRC approval at May 10th meeting
 - Discuss Jordan Cove funding concerns with full ODRC group