



Loving Cohousing

February 19

9am-3pm Pac 12-6pm East

Open House Day Transcript

00:00:00.000 --> 00:00:30.000

So it directly, Ellen, I just sent you the the chat message with the bio.

00:00:52.000 --> 00:00:58.000

I made up for you since I didn't get one from karen occurred.

00:00:58.000 --> 00:01:02.000

If there's anything you want me to change let me know that's good enough.

00:01:02.000 --> 00:01:06.000

Thanks. Looks like we're going to have a small bit appreciative crowd today.

00:01:06.000 --> 00:01:15.000

Very appreciative, Depend on that note , I think we're up against crystal and societies.

00:01:15.000 --> 00:01:23.000

So. yeah, that was it was looking like a it was looking like a a challenging.

00:01:23.000 --> 00:01:31.000

I think everybody's just you know right this was just kind of a an add-on with the last last minute for runs, and maybe some.

00:01:31.000 --> 00:01:38.000

I think everybody's just gonna plan on reviewing it later, because it's gonna be all about video.

00:01:38.000 --> 00:01:48.000

Anyway. Yeah, exactly, anyway. Might as well get started my name is Scott Drennan.

00:01:48.000 --> 00:02:05.000

I'm member at Tree House, Village eco housing in Nova Scotia, Canada, and i'm your room for host for today, and our first session is entitled National Cohousing Open House week how to show your

00:02:05.000 --> 00:02:10.000

love virtually and in person with eleanor hashey and brain's card.

00:02:10.000 --> 00:02:17.000

Alan is a longtime resident of silver sage cohousing, and is a filmmaker, storyteller, and author of the book.

00:02:17.000 --> 00:02:25.000

True stories of an aging do-gooder. How co-authoring can bridge cultural divides among many other things, rains, lives in community.

00:02:25.000 --> 00:02:35.000

In Berkeley, California, and as an active regional organizer along with a plethora of other things that you can read about on the Bios page.

00:02:35.000 --> 00:02:40.000

But that'll do for now welcome to allen and rains and i'll turn it over to the 2 of you.

00:02:40.000 --> 00:02:51.000

Thank you much appreciated Scott, and everybody thank you for being here, or for tuning in

00:02:51.000 --> 00:03:03.000

I've been co-chordinating a national co has an open house day for for a while now, and it's, taking some twist to turn to the age of covid and when in-person meetings, were possible But

00:03:03.000 --> 00:03:18.000

in some ways that's, really expanded our range and made it more exciting and possible for communities to reach out to people who can't make it in person, whether by reason, or geography, or or timing, and really just come an

00:03:18.000 --> 00:03:32.000

hour for communities to craft your message, to do local events, to cooperate with other groups and otherwise to

00:03:32.000 --> 00:03:40.000

You have to do, have really show off your community and hold your message.

00:03:40.000 --> 00:03:48.000

And make it do more than just, you know a particular event serving a few people on itself, and there

00:03:48.000 --> 00:04:00.000

The In fact, it's gone from open house stay 2 days and that's got introduced there's a week, and i'll be showing off some of the ways that actually can expand the on that for people who have regular events that

00:04:00.000 --> 00:04:08.000

go beyond, and what's some regional organizing opportunities are in the short form.

00:04:08.000 --> 00:04:25.000

But since so many and the age of Covid have transitioned from in person to a video, I went, thought Ellen wanted to go first, it showing off with his professional award winning Video: production.

00:04:25.000 --> 00:04:35.000

Background. Sheriff, How can you really be effective in making a video that shows off a community visually and in terms of the story you tell and how you produced it?

00:04:35.000 --> 00:04:49.000

And yeah, you can pull the pieces together. whether that's 3 recorded video that people could watch any time or for you, even potentially alive event during the week, Alan, would you like to to share some of that?

00:04:49.000 --> 00:05:19.000

Sure. you see, my screen looks good all right so anyway, this is of the cohouser's guide to a gorilla storytelling, and i'll just run through through these slides that I made firmly when I

00:05:20.000 --> 00:05:28.000

do this. it's you know it takes like a half a day, and we actually would go and make a video.

00:05:28.000 --> 00:05:35.000

Oh, and in fact, i'm doing it in may for not for a conference.

00:05:35.000 --> 00:05:51.000

But, anyway, what we're going to be talking over today are a few things about some techniques, just some basic equipment, 2 how to do some rudimentary editing, and then distribution talk about the importance.

00:05:51.000 --> 00:05:58.000

Of telling your story about your community, and how some of that happens.

00:05:58.000 --> 00:06:07.000

And let's just get on. So this was a picture myself, during an interview of Chief Elvin Kenrick for a ruby.

00:06:07.000 --> 00:06:10.000

Then I did about the rapporteur tribe.

00:06:10.000 --> 00:06:29.000

The what we're talking about is not just for co housing day, but also co-authors are are socially active and into social justice. and and this positive change.

00:06:29.000 --> 00:06:46.000

And so these techniques also can be used when you go to a rally, or when you have an event that your community during the summer of George Floyd there was a a huge swelling of of activist support from the Co.

00:06:46.000 --> 00:06:55.000

Housing community. So there was a newspaper article that came out recently, and I think Rains has a session about this.

00:06:55.000 --> 00:07:06.000

Next about running corners in Connecticut, and the issues that they went through to get their project basically foreclosed upon.

00:07:06.000 --> 00:07:10.000

And problems that they ran into and pitfalls that they ran into.

00:07:10.000 --> 00:07:13.000

And what are some things that we can tell I think it's really important.

00:07:13.000 --> 00:07:21.000

Now for us to tell our story, because that was one project where there, where there were administrative and institutional issues.

00:07:21.000 --> 00:07:25.000

But then there are 170 other communities where it's just the opposite.

00:07:25.000 --> 00:07:34.000

There are positive things that have been happening and there were no glitches or no issues that had that happened during the development of our project.

00:07:34.000 --> 00:07:47.000

So I think it's important that when we do make these these these videos and tell our stories that we have emphasized the positive things that have to do with Co. housing.

00:07:47.000 --> 00:07:56.000

And the reason that the Rocky Corners story was news is because it was sort of an extraordinary.

00:07:56.000 --> 00:08:02.000

The story, about 170 communities being successful, this pretty run of the mill.

00:08:02.000 --> 00:08:18.000

But when you have one that goes upside, down in connecticut, then that's outside of the box outside of the ordinary, and as such is Newsworthy, and so what can we do to tell our stories so that we are

00:08:18.000 --> 00:08:33.000

positive stories. But then difference in the in the norm and I think maybe it's in the next slide about some ideas about what those might be.

00:08:33.000 --> 00:08:49.000

Maybe i'm gonna get another slide, but Anyway, this is a This is a sort of grill of filmmaking, and I want to talk a little bit about how we use can use cell phones and use this iphone.

00:08:49.000 --> 00:09:05.000

6 for many of my productions. I had produced a documentary . 3 documents. Actually, that primarily were shot on this iphone, and they're pretty good quality. Video: If you use it properly.

00:09:05.000 --> 00:09:10.000

They're not really good for far away. video but for close-up interview type videos.

00:09:10.000 --> 00:09:27.000

There they were quite well. The other reason that I like to use the cell phone is because it allows you to shoot in places where you're not supposed to be, and I was making a documentary maybe 2,000, and 18 and I had to

00:09:27.000 --> 00:09:33.000

go into a Federal building to take a pin. I was documenting some artwork that was painted during Dude.

00:09:33.000 --> 00:09:50.000

The New Deal era that happened to be in a post office and happened to be at the Federal office building as well, and so I was staging some establishing shots of me, walking into the building, and that sort of thing and sure enough, homeland

00:09:50.000 --> 00:10:03.000

security guy comes out asking me what i'm doing and i'm said, Well, i'm just taking some movies of your building, and he saw that I just had a cell phone and you and I had my full camera equipment and gear

00:10:03.000 --> 00:10:08.000

and a crew that I likely would have gotten shot down or shut down.

00:10:08.000 --> 00:10:19.000

But they were shot down, for that matter. but anyway, I was able to get more shot, and and it ended up in and ended up in the in the movie. And so this is one.

00:10:19.000 --> 00:10:27.000

Of those little tricks that where the cell phone, you know, I was by design was useful and just anecdotally.

00:10:27.000 --> 00:10:31.000

I was just thinking about a overtag cock movie called North by Northwest.

00:10:31.000 --> 00:10:39.000

The carry Grant and There's a scene where Kiera grant is supposed to walk up the stairs of the United Nations building the Un.

00:10:39.000 --> 00:10:51.000

Wouldn't allow Alfred ditchcock to have his crew on the United Nations ground, and so what he did was he stood across the street on the public sidewalk across the street.

00:10:51.000 --> 00:10:57.000

Kiera. Grant walked up the stairs to the the United Nations Building, and Alfred Hitchcock got his shot.

00:10:57.000 --> 00:11:01.000

That only was from across the street. so it's a sort of don't be just.

00:11:01.000 --> 00:11:06.000

Be discouraged by by institutional barriers.

00:11:06.000 --> 00:11:15.000

So, anyway. smartphones they work pretty well. You can also use regular cell phones to take pictures.

00:11:15.000 --> 00:11:20.000

Now, those are not so good for video, but pretty good for you know, sharing photos.

00:11:20.000 --> 00:11:36.000

Smartphones are log board they're like little computers, and we'll go over some of the apps that are available for those and also the zoom camera zoom cameras I fit it I just had a documentary that

00:11:36.000 --> 00:11:50.000

aired on a Pbs. and december 20 seventh, and those the interviews were all shot on zoom cameras, and i'd reason I thought those were it was good because it established a time frame obviously during

00:11:50.000 --> 00:12:04.000

covid, but also All the news sources use zoom and skype and time, and and the fuck format is actually very forgiving.

00:12:04.000 --> 00:12:08.000

And so i've had good luck with using just the zoom camera.

00:12:08.000 --> 00:12:24.000

So, for example, if you're doing your your voiceover, or giving your talk 2 to your for your community, you can pre-record it by opening your zoom camera, and hitting record and putting the on the screen your

00:12:24.000 --> 00:12:28.000

script and read your script onto the Zoom camera.

00:12:28.000 --> 00:12:36.000

And these this day and age is perfectly acceptable, because you can record either to the cloud on zoom or record to your computer.

00:12:36.000 --> 00:12:42.000

I suggest recording through the computer plus, you can keep doing it over and over and over and over until you get it right.

00:12:42.000 --> 00:12:56.000

So the Zoom camera is sort of all in one you have the lower Third, where you can write down who you are, and you can also, you know, put other, you know. Maybe you'll do 2 clips, and there'd be another or a third that you can

00:12:56.000 --> 00:13:01.000

identify yourself. So I think the the Zoom camera is a as a good way to go.

00:13:01.000 --> 00:13:06.000

In fact, you you can even i'm not sure if you're watching any of the talk shows, or any of that.

00:13:06.000 --> 00:13:20.000

But they all have, you know, the talking hand on the one side of the screen, and then someone will stick in a photo or stick in a title of some kind, and it just kind of has this campy look and I think makes it kind

00:13:20.000 --> 00:13:27.000

of entertaining I talked about. Okay, stabilization.

00:13:27.000 --> 00:13:32.000

One thing that have you ever watched on Cnn or Msnbc.

00:13:32.000 --> 00:13:44.000

Or the news, and They're covering a fire or they're covering a car crash, or something, and and the care of the video is all Sheriff Jk shaky or shaky and jerky well, it's

00:13:44.000 --> 00:13:48.000

because a the person might be a little bit nervous.

00:13:48.000 --> 00:14:03.000

But the main reason is is because the camera just wasn't just wasn't stabilized, and from the picture I have this one that I use for all my cameras. and it's called a big rank looks like a it

00:14:03.000 --> 00:14:15.000

was actually designed as a steering wheel where originally, and was introduced on the Star Wars set, and was used by camera people to follow around the action.

00:14:15.000 --> 00:14:30.000

But what? without having to have a a tripod or a or a heavy setup for stabilization, And so I'm out, mount my cell phone on here, as you can see, and that works quite well in crowds because it makes itself narrow

00:14:30.000 --> 00:14:34.000

and and that sort of thing. so you can use that kind of stabilization.

00:14:34.000 --> 00:14:41.000

Or if that's the other thing that's also very handy is just a little clip.

00:14:41.000 --> 00:14:45.000

This is one that came from a trade show. I went to you from Golden West.

00:14:45.000 --> 00:14:51.000

Senior citizen living in so it's supposed to be something that sticks up on your refrigerator and put notes on it.

00:14:51.000 --> 00:14:55.000

But you can also use it for a camera stabilization.

00:14:55.000 --> 00:15:01.000

Anything that can change the radius of of the camera, and so you can still hold it.

00:15:01.000 --> 00:15:07.000

So it's steady. if you want to get a little fancier.

00:15:07.000 --> 00:15:18.000

They have these little things. The cost of dismos it costs 10 bucks that you can get on Amazon, or down at best buy or someplace. and it's a works.

00:15:18.000 --> 00:15:28.000

How you know. Similarly, just light your phone in, and then it also mails on top of the tripod.

00:15:28.000 --> 00:15:37.000

You can get little tripods such as this one that I have doesn't have to be fancy equipment.

00:15:37.000 --> 00:15:42.000

You can just use a regular little tripod like this to, you know.

00:15:42.000 --> 00:15:49.000

Set up your shots, and as you can see it's just a little tripod.

00:15:49.000 --> 00:15:56.000

You can set it up on a table if you if want to take take a panoramic shot.

00:15:56.000 --> 00:16:03.000

It's nice and still unstable so that's that's a another option that you can use for stabilization.

00:16:03.000 --> 00:16:10.000

So I basically anything that you can that you can use to keep your camera from wobbling.

00:16:10.000 --> 00:16:16.000

Also they have you can, you know these things are fairly common.

00:16:16.000 --> 00:16:22.000

In fact. you can go down to Target or Kmart or most any department store and get one.

00:16:22.000 --> 00:16:33.000

I wish you'll see seeding some interviews at a conference in Denver, rushed out of town, and was it, and forgot my tripod?

00:16:33.000 --> 00:16:42.000

So I found a nearby target, bought one for 10 bucks, used it for my shoot, put it back in the box, and then return it the next day.

00:16:42.000 --> 00:16:54.000

So, there are lots of different ways that you can use, you know, existing equipment without having to spend a whole bunch of money on it.

00:16:54.000 --> 00:17:13.000

The other thing to take keep in mind has to do with lighting. and, for example, my office is set up kind of in a weird way, in which case I have to always move my camera around this way because I have kind of a backlight and

00:17:13.000 --> 00:17:20.000

it makes so for a strange lighting, and so I have to always move my light around.

00:17:20.000 --> 00:17:24.000

But anyway, there's 3 basic kinds of light one is the backlight.

00:17:24.000 --> 00:17:39.000

And typically, you know, you can have a light that you can see here on the woman's head that's called a rim, and something that really makes the head pop out and give some depth to the shot and oftentimes you can just

00:17:39.000 --> 00:17:55.000

use the window behind you as the backlight and the key line. But, like, I say, you want to kind of keep as you can see the backlight. Keep kind of keep it to the edge, like my back flight is over here on my side window, and you can see how the

00:17:55.000 --> 00:18:09.000

how my head is lit up with that and the fill light is just kind of the ambient light that's usually just whatever the light is that's filling a room I have a line on It gives it a little bit yellow

00:18:09.000 --> 00:18:19.000

glow, and then the key light is this is more of a spotlight that goes right on to the subject's face, and you can use any number of things for fill lights.

00:18:19.000 --> 00:18:27.000

Oftentimes in a pinch i'll use a flashlight like this, and you'll have to either.

00:18:27.000 --> 00:18:36.000

Typically, I would have someone who would be standing there and holding the key light right over onto the person there.

00:18:36.000 --> 00:18:49.000

You can also you know i've been you can also tape it onto onto ledge or tape it some way so that it if you don't have anyone you can help you to typically run you'll find someone who can help

00:18:49.000 --> 00:18:54.000

you, and you can use all kinds of things for you can use.

00:18:54.000 --> 00:19:00.000

You know the the flashlight on your on your cell phone.

00:19:00.000 --> 00:19:06.000

You can use it as a key light, You said I, even like in a darker situation.

00:19:06.000 --> 00:19:08.000

You can even use that as the fill light just to kind of give.

00:19:08.000 --> 00:19:15.000

You know, light up whatever is this right in front? The lighting is kind of important, and you know you.

00:19:15.000 --> 00:19:31.000

As long as you have the light source at least one good light source, it'll make your production work a lot better, and the main rule is to avoid backlighting. So you can see here Well, we have a great shot.

00:19:31.000 --> 00:19:36.000

Of the patio out here, but the subjects not so good.

00:19:36.000 --> 00:19:42.000

And so the show obviously would have been better if they flipped around and sat on the other side of the table.

00:19:42.000 --> 00:19:53.000

So if you don't do anything learn anything else from this session learned to avoid backlighting guerrilla.

00:19:53.000 --> 00:20:02.000

Sounds sound also is important. There's movies videos are 80% you sound and 20% picture.

00:20:02.000 --> 00:20:10.000

You don't have a good sound it's not very forgiving for the for the viewer, and so when you're shooting in.

00:20:10.000 --> 00:20:24.000

With say, a cell phone like this you want to get as close to the subject, as you possibly can, because the microphones are good, but they're but you want to be sure that they're when they turn their head one way or

00:20:24.000 --> 00:20:31.000

the other that the sound gets picked up. Better into these into the cell phone.

00:20:31.000 --> 00:20:46.000

They have a an existing microphone, and if you you know, want to kick it up a notch, you can go down to your best, buy or Amazon and buy a little microphone for \$10. This is an old iphone.

00:20:46.000 --> 00:20:52.000

This is iphone 6, and still has the plugin thing for your phones.

00:20:52.000 --> 00:21:07.000

The new phones have don't have the airplug anymore, and you have to have a little gizmo, the 4 that fits in, and it gives a sort of a a dongle for the microphone the other thing you need

00:21:07.000 --> 00:21:15.000

to remember is that for particularly iphones can see that that has 3 shields on there can't remember the name of it.

00:21:15.000 --> 00:21:31.000

But be sure that you get the woman that has 3 shields and not 2 shields, 2 shield watch, 2 shielded microphone or black Jacks work on androids, but not on iphones or max the

00:21:31.000 --> 00:21:37.000

other thing that works is the microphone on your headphones.

00:21:37.000 --> 00:21:46.000

So you can listen, and you well, actually for using it as microphone on the subject, you would have the the subject.

00:21:46.000 --> 00:21:50.000

Hold the microphone and talking to the talking to the phone.

00:21:50.000 --> 00:21:59.000

Just some common sense. Things move into a quiet space. Ask the subject to speak up.

00:21:59.000 --> 00:22:14.000

There are video recording apps that i'll show you in a little bit here the the phone has one itself where you can record audio memos that's built in and to most of most cell phones.

00:22:14.000 --> 00:22:33.000

Yes, for an air of the app names and for the smartphone apps. It's called there's one called voice Recorder, and and then there's a stock app that comes on your phone for computers.

00:22:33.000 --> 00:22:47.000

I use one that's called audacity and you can see, this is my I have this microphone set up here that also isn't an expensive like 20 bucks on Amazon. I use that when I do voiceover for my

00:22:47.000 --> 00:22:58.000

movies. What about the shots that you want to get we'll go over some some shot selection?

00:22:58.000 --> 00:23:05.000

This is called the establishing shot and it's a wide angle. That kind of demonstrates what the action is.

00:23:05.000 --> 00:23:13.000

So you'll start out with that and this one here some silver sagers went to a baseball game, and this was the establishing shot.

00:23:13.000 --> 00:23:19.000

My neighbors had a birthday party and this is establishing shots, showing that there was a birthday party, went on.

00:23:19.000 --> 00:23:25.000

And then there's the close-up this picture is indeed a nurse who loves upstairs.

00:23:25.000 --> 00:23:29.000

This is an extreme close-up, very tight fact in television.

00:23:29.000 --> 00:23:33.000

You'll even see the close-ups that are very tight.

00:23:33.000 --> 00:23:42.000

And then this next picture is called the medium close-up, and also could kind of be an establishing shot, because it kind of tells what you happening.

00:23:42.000 --> 00:23:46.000

This was our very first Covid meeting that we held in early March.

00:23:46.000 --> 00:23:54.000

Even before anyone knew about Covid we lindy is a nurse. and so she was well aware of Covid before it became real news.

00:23:54.000 --> 00:23:57.000

But then here is an establishing shot that I took.

00:23:57.000 --> 00:24:03.000

Actually, I used these 3 shots in video that I made about co-. housing and Covid.

00:24:03.000 --> 00:24:07.000

And this is an establishing shot showing she's giving a talk to the neighbors.

00:24:07.000 --> 00:24:19.000

Cover shots, for example. these, are pictures of you you'll have a voiceover and you'll notice this in real movies or television.

00:24:19.000 --> 00:24:34.000

You have. Well, for instance, your narrative would be about the weather and boulder, and the picture you might use as a the weather is really nice and bolder, and then you would cover that voice with this picture Go housing.

00:24:34.000 --> 00:24:38.000

Is very participatory oriented. and here a silver stage.

00:24:38.000 --> 00:24:43.000

We do lots of things in the garden, and here are some people picking the cherries.

00:24:43.000 --> 00:24:52.000

Same thing with this one We're pet. friendly at Silver Sage village, and then here's the cat we have music, and we entertained here at Silverstage village, and then there's a picture.

00:24:52.000 --> 00:24:56.000

Of a band. So these are what are called cover video cover shots.

00:24:56.000 --> 00:25:13.000

Image training. There's a kind of a controversy not really a controversy, but 2 schools have thought about vertical shots versus horizontal shots, and I went to a Facebook Facebook training here a couple of years ago.

00:25:13.000 --> 00:25:17.000

And they claim, probably because their metrics are Figure this out.

00:25:17.000 --> 00:25:26.000

The vertical pictures and square pictures get more views on social media, particularly Facebook.

00:25:26.000 --> 00:25:30.000

And so this is a shot that I had on my Facebook cover page.

00:25:30.000 --> 00:25:40.000

That was horizontal, and happens to be a footprint of a mountain lane that walk through our courtyard here 2 snows ago, and I made it so.

00:25:40.000 --> 00:25:44.000

It was a a vertical shot don't ask me why, that is.

00:25:44.000 --> 00:25:51.000

But that's those are the data there are also ways to make your own memes.

00:25:51.000 --> 00:25:56.000

There are meme generator apps for the iphone.

00:25:56.000 --> 00:26:06.000

I use one called Mimatic and on my computer. I use one that's called meme generator, and this one for the Na.

00:26:06.000 --> 00:26:17.000

Was made on iphone, and this one with my friend's dog was made on the computer, and so you can make make your own many names quickly.

00:26:17.000 --> 00:26:23.000

Storytelling. This is where I wanted to talk about.

00:26:23.000 --> 00:26:40.000

How do you make big stories? Part of your community? for example, Covid is a pretty big story, and so how do we relate co housing or your community to this big story? May How do we make your your local story about big story

00:26:40.000 --> 00:26:44.000

so. The one, I think, is important is loneliness.

00:26:44.000 --> 00:26:52.000

And co housing. So cohousing has been a hedge against loneliness which is as deadly as smoking 15 cigarettes a day.

00:26:52.000 --> 00:27:01.000

And you can talk. That would be a story where you would talk about all the things that you did to help out during Covid.

00:27:01.000 --> 00:27:03.000

You happen to know that across the street at wildstage?

00:27:03.000 --> 00:27:11.000

There seems to seamsters sewed and knitted hats for the front line.

00:27:11.000 --> 00:27:16.000

Workers like firemen and placement and doctors, and they got some notice out of that.

00:27:16.000 --> 00:27:34.000

So that was their local cohousing angle on Covid. And so they' just ask yourself, what has your community been doing in the wider community, or within yourself to be a hedge against Covid?

00:27:34.000 --> 00:27:38.000

And so those would be some good things to emphasize in your story or your message.

00:27:38.000 --> 00:27:56.000

When for go housing day story structure so you might think Well, i'm just gonna give, and we'll show a few pictures of our common house and pictures of our people eating dinner and and some people walking around in the courtyard

00:27:56.000 --> 00:28:04.000

But I think you really want to tell a story as long as you're going through. This Hassle the story has basically 3 components.

00:28:04.000 --> 00:28:08.000

The beginning, a middle, and an end. And so here is a beginning.

00:28:08.000 --> 00:28:18.000

Is this sort of inciting incident? This lion chases the sky up a tree. The middle of the story is, how do you develop develop the action?

00:28:18.000 --> 00:28:27.000

So in this case the snakes came up and was keeping him from climbing back. down There's a bunch of alligators underneath the that are keeping them from dropping into the water.

00:28:27.000 --> 00:28:32.000

Meanwhile the lion is track down the tree and so what's the guy to do?

00:28:32.000 --> 00:28:37.000

So the middle of the story is figuring out how to get the guy out of the tree.

00:28:37.000 --> 00:28:42.000

And so, then end of the story is i'm not sure how it happens.

00:28:42.000 --> 00:28:57.000

But somehow the guy figures out how to escape, and if we were doing this as an exercise with a group of people and a full session, we would try to figure out what that middle of the story is to get him out of the

00:28:57.000 --> 00:29:08.000

treaty. so when you have your co- housing so why did you start your co- Housing community 2, and you've been going on for 5 years, and this is what happened.

00:29:08.000 --> 00:29:13.000

And at the end of the story, what's the happy ending we all participate.

00:29:13.000 --> 00:29:16.000

We. We all have camaraderie, and none of us are lonely.

00:29:16.000 --> 00:29:20.000

So we have a plot out your story at the beginning of a medal at an end.

00:29:20.000 --> 00:29:31.000

Relative to you. telling about what you're doing in your communities, and so you should be able to tell your co- housing story without having any words.

00:29:31.000 --> 00:29:35.000

This is my beginning, middle, and end to Somersage village.

00:29:35.000 --> 00:29:43.000

We have rate falls and silver sage. The colors are great, and we have to do participation.

00:29:43.000 --> 00:29:50.000

And how do we do that? Well, we clean up the we sweep up the leaves, and we pull all the weeds and we get the place ready for winter and winter's outside?

00:29:50.000 --> 00:30:01.000

And then there's the drudgery of chef links now, and getting getting keeping keeping warm, and so what's the payoff?

00:30:01.000 --> 00:30:12.000

Well, we get ready, for the end of the story is summertime, and we have great summers at Silver Sage Village, and have outdoor pancake, breakfast, and the summertime.

00:30:12.000 --> 00:30:17.000

So this is the beginning, middle of and end of Silver Sage village.

00:30:17.000 --> 00:30:23.000

That would be part of the story that we would tell the end.

00:30:23.000 --> 00:30:30.000

Gorilla editing. So this is this part.

00:30:30.000 --> 00:30:35.000

Here is where it takes maybe a little bit of Texansal skill or not.

00:30:35.000 --> 00:30:51.000

But this is a screen of of all the things, that I use for for android. You can edit on a free program that's called spice. also works for for iphones. and I also use eye movie to add graphics. and various things

00:30:51.000 --> 00:30:58.000

I use something that's called design lab just to touch up pictures Photoshop Express is free. There's another one.

00:30:58.000 --> 00:31:10.000

I just learned about from my friend called snapchat here's mimatic for making names years of audio a recording device called Voice Memo, You need to.

00:31:10.000 --> 00:31:15.000

There's a video from Youtube or some place and you want to download it and get a clip from it.

00:31:15.000 --> 00:31:28.000

Well, this is one that's called a video saver it's kind of I don't know if it's unlawful, but it allows you to download video from the Internet and one that's more easily usable and

00:31:28.000 --> 00:31:42.000

Maybe something that you might want to consider is either using Powerpoint or or canva. because when you use a Powerpoint presentation, you can lay on photos and turn it into a slideshow that can be a video you

00:31:42.000 --> 00:31:46.000

can export a Powerpoint and photos, or as a video.

00:31:46.000 --> 00:31:54.000

So it would play your hole slide show. You might even be able to embed audio into Powerpoint these days.

00:31:54.000 --> 00:32:00.000

But if not, you can put it into spice, or I movie and that of soundtrack to it.

00:32:00.000 --> 00:32:07.000

Teleprompter. This is just an online, just phone app.

00:32:07.000 --> 00:32:10.000

A few want to make a script for someone to read.

00:32:10.000 --> 00:32:23.000

They can read a script off the iPhone then there's this notion of in-camera editing, which is, you have a continuous shot.

00:32:23.000 --> 00:32:29.000

This takes a lot of rehearsal you would have your some say, for instance, should have made one of these.

00:32:29.000 --> 00:32:36.000

You start the the common house and use talking to the phone we're gonna Here's our kitchen.

00:32:36.000 --> 00:32:47.000

Oh, and here's Sally over here preparing a meal and you go to see Sally, and then Sally says, Well, we're about ready to have dinner in the dining room, and then you can move over to the dining room, and

00:32:47.000 --> 00:32:59.000

there's Jerry and Bob, saying they're eating and so you can make a continuous shot of the story. but you really have to have that set up right so that people are in where they're supposed to be when they when it comes

00:32:59.000 --> 00:33:15.000

up, they're turned in the script and I just put that I won't go through this, but I just put in kind of the workflow for splice, but when you start your project and selecting images.

00:33:15.000 --> 00:33:21.000

Are you adding, You calculate and entitles how you add in voice, how you add in sound.

00:33:21.000 --> 00:33:31.000

And that savior movie I'm like presenting it you'll if you want to copy these slides, I can save them for you or send them to.

00:33:31.000 --> 00:33:35.000

But anyway, this is just a workflow for splice.

00:33:35.000 --> 00:33:42.000

And then you want you have your movie. What about distribution?

00:33:42.000 --> 00:33:54.000

Social media is something that people use as well inexpensive or work expensive, depending on where the men you want to buy advertisements or not.

00:33:54.000 --> 00:34:00.000

But what's great about it is you can you and about making your own movies is that you can segment your markets, segment.

00:34:00.000 --> 00:34:12.000

Your messages and make a video for particular markets. For example, you have the market of perspective buyers. That story is going to be a lot different than one for planning boards.

00:34:12.000 --> 00:34:15.000

For example. so first perspective buyers you're going to want to emphasize.

00:34:15.000 --> 00:34:20.000

Oh, we have participation. We have proof meals. We have closed lines, we share cars.

00:34:20.000 --> 00:34:32.000

We have our kids all get along. But for planning boards they just care less about about whether or not you have closed lines, or whether or not you have common meals, or whether or not you have a community that gets along all they care about

00:34:32.000 --> 00:34:35.000

is, Do you have enough parking, or the buildings the right height?

00:34:35.000 --> 00:34:50.000

And Is there enough space in between structures? so your planning board message is going to be a lot different, and if you're trying to sell them, sell your your property to other people?

00:34:50.000 --> 00:34:57.000

It's going to be different. than about neighbors neighbors when you go for public hearing where your for your community they're not.

00:34:57.000 --> 00:35:04.000

Gonna They're they're probably not gonna be so happy about you having closed lines and and that you have a bunch kids running around the neighborhood.

00:35:04.000 --> 00:35:13.000

They want to know what you're doing. to prevent Jen cars from being in the front yard and to keep your kids out of their out of out of their gardens.

00:35:13.000 --> 00:35:21.000

And so you story is going to be more about how you fit into the neighborhood, as opposed to how you're different from the neighborhood.

00:35:21.000 --> 00:35:27.000

When you talk to the not in my backyard, neighbors when your project comes up for review or the Planning board.

00:35:27.000 --> 00:35:39.000

Thanks same thing. Their message is going to be a little bit different they're going to want to know how many people you have, and how much money they're paying in for 2 homeowners fees, and how much and whether or not you have a

00:35:39.000 --> 00:35:53.000

reserve account so somehow you're going, to tell your co- housing story, but but some that's in a way that you, going to be more understandable for banks, and then the general audience will probably be some kind of combination

00:35:53.000 --> 00:35:57.000

of all of these when you make a story about your community.

00:35:57.000 --> 00:36:03.000

These are just sort of metrics about social media.

00:36:03.000 --> 00:36:10.000

Social Facebook is still the king, even though they say, Well, you got to have it, Instagram and all that stuff.

00:36:10.000 --> 00:36:17.000

Instagram is probably for younger people, but Facebook is more generally used by all people.

00:36:17.000 --> 00:36:26.000

So you can with the those at your leisure hashtags.

00:36:26.000 --> 00:36:39.000

I guess that's you can just read that about the informant of Hashtags, so that people can kind of know here with the Hashtag co- housing hashtag Washington hashtag the

00:36:39.000 --> 00:36:43.000

Phoenix commons, and just so people who looked those those names up.

00:36:43.000 --> 00:36:53.000

We'll be able to find your community and possibly your you know your your post trans media distribution.

00:36:53.000 --> 00:37:10.000

This is something that you probably do, but you just doesn't have you don't didn't name it 2 and what that is is using photos, movies, logs, or or printed stuff and sound all at the same time tell the same story of

00:37:10.000 --> 00:37:16.000

4 different ways, and you'll notice that there's some Pbs Npr.

00:37:16.000 --> 00:37:20.000

Stations, and those would be Kate, like J. Qed and Wb.

00:37:20.000 --> 00:37:23.000

You are Boston. If you look at their websites, they have that.

00:37:23.000 --> 00:37:29.000

They have the written story, they have audio story, and they have a video story of the same story.

00:37:29.000 --> 00:37:44.000

And so whenever you can, next media like that it just it's just helpful because it gets to the different learning styles, you know some visual learners you have some audio layers, and so it just mixes up the the

00:37:44.000 --> 00:37:53.000

content. What are some ongoing activities you can do? if you have, like a marketing committee or an outreach committee, you can maybe have a blog.

00:37:53.000 --> 00:38:01.000

I know our place as a Facebook page, and we update that probably not as much as we should.

00:38:01.000 --> 00:38:08.000

We have an external website for general information if we have things for sale.

00:38:08.000 --> 00:38:15.000

Typically we don't we haven't been resolute about keeping that updated.

00:38:15.000 --> 00:38:23.000

But if you're a harming community those are some things you really need to keep doing is getting the word out.

00:38:23.000 --> 00:38:32.000

Progress about your community stories about your community we're coming up with a catchy name for your community, too.

00:38:32.000 --> 00:38:38.000

In fact, finer valley and in Massachusetts is going through a name.

00:38:38.000 --> 00:38:41.000

Change process right now. it's called pioneer Valley.

00:38:41.000 --> 00:38:46.000

But there are people who are saying, Well, I you know I think we should maybe call us something other than then.

00:38:46.000 --> 00:38:57.000

Something around columnization. So they're having this conversation around whether or not it should be Turtle Valley or conditions, valley or whatever it is.

00:38:57.000 --> 00:39:04.000

Silver Sage Regis kind of lacked out in the terms of being sage, which happens to be sacred.

00:39:04.000 --> 00:39:16.000

The plant for the rappel that was despite luck that's all I have to offer and slide of information I crammed into 20 min.

00:39:16.000 --> 00:39:31.000

But if you want want to get in touch with me or if you want to, I somehow want to get to the slice of somebody, maybe i'll turn it into a video, also I have a slew of co housing.

00:39:31.000 --> 00:39:39.000

Documentaries. if you're, forming community and you want to have an activity or event, you can show one of my movies as a icebreaker.

00:39:39.000 --> 00:39:51.000

So that's all there ever is. thank you allen I had a suggestion and comments that maybe the the National Conference.

00:39:51.000 --> 00:39:55.000

We could have some kind of a words. for best video.

00:39:55.000 --> 00:40:12.000

Perhaps the different categories. I know we've had some film festivals in the past, and some positive uses a video there and yeah, I used to protect our my first one and salt lake city a long time

00:40:12.000 --> 00:40:18.000

ago. Yeah, actual theater was a actual theatre, theatrical springing.

00:40:18.000 --> 00:40:22.000

Yeah, , an identical training at your place, too. once.

00:40:22.000 --> 00:40:43.000

Yep just up the street. and I guess i'll invite anybody else who has questions to mention one chat, or just raise your hand mit small enough group. the i'll just mention that first that I my experience

00:40:43.000 --> 00:40:46.000

with videos. Well, yes, there's a lot you can do to edit it.

00:40:46.000 --> 00:41:01.000

The best possible thing you can do for a simple thing like a community tour is to avoid the necessity of editing, plus out your shots and much in advance as possible, or pause a couple times and do everything that way you know record got recording

00:41:01.000 --> 00:41:13.000

continue recording in order to get you know a little here. a little there without a lot of tedious going between, and and but your recommendations are great as far as focus on the people.

00:41:13.000 --> 00:41:20.000

There's there's so many websites and videos that are simply about the architecture.

00:41:20.000 --> 00:41:26.000

And Perhaps if you're coming from a property developer that's their perspective of the furnance shings and furniture.

00:41:26.000 --> 00:41:34.000

But it. Yeah, are the Co. housing? story. is so much it's about the people That's as you say the secret sauce that makes things different.

00:41:34.000 --> 00:41:44.000

And how we relate. Yeah, the more you can make that visible and get people convinced that it's okay to go on camera to have them feel comfortable doing it.

00:41:44.000 --> 00:41:53.000

That you're not gonna embarrass them the more that you get them to step up and show a little something, but so important.

00:41:53.000 --> 00:42:02.000

I see Anne with her hand raised and and go ahead and unmute should be allowed.

00:42:02.000 --> 00:42:08.000

Yep. So I just wanted to say, Allen, that your presentation was so rich.

00:42:08.000 --> 00:42:18.000

I kind of was overwhelmed because i'm an experience and actually, I didn't realize we were going to talk about this.

00:42:18.000 --> 00:42:40.000

But I just want to suggest, maybe, and maybe you have some recommendations on sort of a real beginner's approach to all this, because I found almost every slide that you had could have been a whole workshop and I

00:42:40.000 --> 00:42:59.000

usually it is, What do I do didn't even copy them which is what I usually do. But I mean think what you have to say is so important, and I agree that if we could do some more videos talking about the people that would be

00:42:59.000 --> 00:43:05.000

very powerful. So thank you. yeah, I would say that if you're going to go on the little hanging fruit.

00:43:05.000 --> 00:43:17.000

I would do photos one with some options and in, say Powerpoint, and and I think that's fairly well understood.

00:43:17.000 --> 00:43:27.000

And there's a way to export it into the slideshow, or pictures or video, and compiles it into a video.

00:43:27.000 --> 00:43:42.000

Some some of the most fun community videos. i've seen are folks getting a kids to go around the camera and to sing high to people and seeing their perspective on things Just do you know with it, with a camera phone recording really opens up a

00:43:42.000 --> 00:43:46.000

lot and plus they have may have the technical knowledge it's some of us don't.

00:43:46.000 --> 00:43:59.000

So as elders went up right in fact, those little clips like, if you can talk to someone for like 10 s like, what's what do you like best about Question and comments and you get it?

00:43:59.000 --> 00:44:11.000

And then those 10 s clips get looked. at a lot and I think there's some data about how a 2 min video people only watch like 10 or 15 s of the opening.

00:44:11.000 --> 00:44:21.000

So that's why you always want to low it up whatever you have to say at the very beginning. If you'll even watch on television. That's what it'll be there'll be a teaser they call it a

00:44:21.000 --> 00:44:26.000

teaser, or they'll say today we're gonna be talking to da da da da, and that's it.

00:44:26.000 --> 00:44:30.000

So, even if they, the viewer, changes the channel at least 2.

00:44:30.000 --> 00:44:42.000

They got a picture for a feel for what the show show would have been about, or at the end of commercial, they'll say or be, they'll say, Well, what welcome back? And this is what we talked about the last 10 min.

00:44:42.000 --> 00:44:45.000

And this is what we're going to talk about in the next 3 min.

00:44:45.000 --> 00:44:52.000

And so it's always telling him and telling him and telling him so revenue rate of short.

00:44:52.000 --> 00:45:09.000

I think Jamie has end up, so maybe I would revise my recommendation, and we could make awards for 10 s clips.

00:45:09.000 --> 00:45:21.000

They have. Those contests are used to run a Tv station called Channel 54, and we had a contest where you had to make a movie. that was no longer the 54 s.

00:45:21.000 --> 00:45:29.000

That's my joke. Oh, daunting that might not be so daunting.

00:45:29.000 --> 00:45:40.000

Yeah, And then jotie yeah this this subject is, is very timely for us.

00:45:40.000 --> 00:45:54.000

We're forming community, and I think we're discovering that we are, you know, the idea of having a small group to get things going is is great, but I think that we need more awareness in our community.

00:45:54.000 --> 00:46:01.000

We need to. We need to to sort of gather more allies and and more resources that way.

00:46:01.000 --> 00:46:08.000

So so I know, so we don't have like the the new construction, or the development to to take pictures of.

00:46:08.000 --> 00:46:12.000

We do have. You know we do have some individuals that have passion for the Co.

00:46:12.000 --> 00:46:17.000

Housing you concepts, so I could see we could work in some clips.

00:46:17.000 --> 00:46:22.000

Do. you have other ideas for forming communities of kind of kind of I talked.

00:46:22.000 --> 00:46:29.000

I talked to your group one time I was already called. Oh, yeah, yeah, I would suggest, starting out with your story.

00:46:29.000 --> 00:46:45.000

And somewhere around the web there's a there's a web chat where I talk about how you write were 140 character pitch, basically a tweet, and how you tell your story and 140

00:46:45.000 --> 00:46:48.000

it should be in the partner archives on 12,000 dead words. Yeah.

00:46:48.000 --> 00:46:53.000

And so I would come up with your story first, and and then that way.

00:46:53.000 --> 00:47:00.000

You have someone to. You know something to pitch, because you know what happens Is that 100?

00:47:00.000 --> 00:47:03.000

How many times do I go to a co housing conference, and I ask someone how their communities come along?

00:47:03.000 --> 00:47:07.000

And they say, Oh, we have we lost our architect Oh, we lost our option!

00:47:07.000 --> 00:47:11.000

Oh, we we we can't get enough people we had 20 people drop out.

00:47:11.000 --> 00:47:23.000

We'll see I don't want to know about that what's your spell. what's your what's your community about, and so and i'm you'll have my attention if see you even was telling me about you were

00:47:23.000 --> 00:47:26.000

saying about? Well, we have a few people together, not very many.

00:47:26.000 --> 00:47:29.000

We don't have any land we don't we're just an idea.

00:47:29.000 --> 00:47:43.000

So you what you want to do, is add and add a story to your idea, and we're looking for 20 people, or whatever it is you're doing, and you and and form your story, and that's going to be more interesting than 2

00:47:43.000 --> 00:47:48.000

100 kind of the mechanics of kowsing the wet of co housing for the hell of coal housing.

00:47:48.000 --> 00:47:54.000

Do you want to know about the coup of Klasa and one of the 5 W's.

00:47:54.000 --> 00:47:58.000

And that was the most what is cohousing, but essentially real estate.

00:47:58.000 --> 00:48:13.000

And what are the top 3 factors? real estate location location, location, and so part of the challenge. So somebody's got an echo in the sense part of the challenge is to I come up

00:48:13.000 --> 00:48:17.000

with. what images do people have in their minds when you say Delaware?

00:48:17.000 --> 00:48:24.000

Trains quit the cards by corporations you know, for us, maybe.

00:48:24.000 --> 00:48:31.000

And and so the sense that you can overcome the images in their head by showing the real people in a real place.

00:48:31.000 --> 00:48:42.000

Even the you know examples from other communities, because co-authors, and also brings up all kinds of images in people's minds that Aren't necessarily balancing the reality.

00:48:42.000 --> 00:48:48.000

So you know, show them things that help them get past that and sort of say, Okay, it's not what I thought.

00:48:48.000 --> 00:48:53.000

Yeah, and that's you know you can't just go to Say, no, you're wrong, but show them this is a little different.

00:48:53.000 --> 00:49:00.000

This is not that of this we're from here to there that send the sense of a transition.

00:49:00.000 --> 00:49:08.000

It's important the journey, and then I think I need to get on to get a little bit in on my piece of the puzzle here.

00:49:08.000 --> 00:49:21.000

I wanted to know if you have anything just on splice, I know you had all those different screenshots of how you use slice.

00:49:21.000 --> 00:49:32.000

But do you have video recorded of instructions? that would give more detail about using splice?

00:49:32.000 --> 00:49:37.000

I I don't I just have those screenshots.

00:49:37.000 --> 00:49:41.000

But I bet you, if you look there is a

00:49:41.000 --> 00:49:45.000

There would be a Youtube. video about it i'm guessing lots of them.

00:49:45.000 --> 00:49:53.000

I just wonder if you by chance had it Yeah, I I just I don't have a a video myself that I've made.

00:49:53.000 --> 00:50:03.000

Yeah, Okay, thanks it. And I was very intuitive. if you know how this is basically copying and pasting, and few, you know.

00:50:03.000 --> 00:50:08.000

That's the basics of it. just drag and drop Jodie.

00:50:08.000 --> 00:50:19.000

Your community has been a head of the curve, and in terms of others with your developer created videos that used professional video with drones.

00:50:19.000 --> 00:50:31.000

And you know lots of wonderful pan shots and showing the people and not just the place which many developers don't. So so it's a better starting point. The fact that you have that in your home page people can see that before they

00:50:31.000 --> 00:50:43.000

come to your open house events with the virtual ones that which you've been doing every month. that makes you so you can focus on other people on the conversation side at at the live events that's that's been working Well, 3

00:50:43.000 --> 00:50:51.000

Yes, yes. so what you're saying is don't focus on learning how to make videos, because we already have a fantastic one.

00:50:51.000 --> 00:50:55.000

You got a pretty good one. I think you can do more.

00:50:55.000 --> 00:51:01.000

In fact, even of imagine recording a zoom call that you have people with a little bit of script, a little bit of handoff.

00:51:01.000 --> 00:51:05.000

Frankly, Zoom is an editing tool that's under appreciated.

00:51:05.000 --> 00:51:17.000

I think that you can control. Okay, spotlight like this person and spotlight that person. or And if one person has a phone camera to catch a view of something you could really do a lot of mixed through things equipment nicely, and sort of

00:51:17.000 --> 00:51:22.000

do live editing for a live event, even not just for a recorded thing.

00:51:22.000 --> 00:51:28.000

But mix the pieces together Your committee is also one with it.

00:51:28.000 --> 00:51:42.000

So what a front location you could have a permanent cam and pointed out at the bridge and out of the water, and people would tune in just to to watch your webcam, and that's your advertising opportunity

00:51:42.000 --> 00:51:47.000

hey you? This could be your view out of your window. Yeah.

00:51:47.000 --> 00:51:57.000

Okay, good ideas, great. Any last video, Then I should just have the remaining time a little bit about Open House State itself.

00:51:57.000 --> 00:52:11.000

And so, thank you, Allen I appreciate that as ever and as was mentioned before. There are 2 did before the open house day 2 years ago. the early days of web chats when Covid was just emerging.

00:52:11.000 --> 00:52:17.000

I think one of one of them was about how to do effective videos.

00:52:17.000 --> 00:52:37.000

And well, we'll we'll be posting this one I think the Open House State page as restores. So let me get to the part of things, and it's not oops and always asks so thank you everybody

00:52:37.000 --> 00:52:50.000

again for for coming i'll be just double here with my screen. I'm playing a little zoom trick. So i'm not doing screen sharing that takes over but side by side the spotlight what you see is a

00:52:50.000 --> 00:52:55.000

screen is actually, effectively the camera of a second user i've got in the zoom room.

00:52:55.000 --> 00:53:11.000

But anyway, National Co. has a little bit house days, I book 20, third, and 20 fourth, and is promoted on the co-asm org website. And let me just make sure people know how to find it from the top from the Get-go

00:53:11.000 --> 00:53:27.000

right here, under events to the very top of the page or Any page on the site popped it out, and sometimes you have to jump to make sure it doesn't lose it to national open house People and pulls it up there and I know that

00:53:27.000 --> 00:53:32.000

may not be the clearest to reads trying to make a little bit bigger.

00:53:32.000 --> 00:53:45.000

They're basically this this is a page where traditionally we put up a directory of participating communities, and this year we're adding more in terms of resources. for communities.

00:53:45.000 --> 00:53:58.000

There's a forum here to request a resource kit which you can do to basically get access to among other things.

00:53:58.000 --> 00:54:13.000

A stamped press release that's silly parks is created and modeled after what's the key to used earlier in just a little bit of fill in the blank substitution.

00:54:13.000 --> 00:54:27.000

They'll do that larger? as Well, you're looking bigger to say, Hey, we're celebrating open house day, and it's not that you're necessarily expecting to get to direct press or anybody printing your press release but

00:54:27.000 --> 00:54:43.000

it's a tool to effectively communicate and get the attention of media people, and sometimes it does get up in places, and it's a useful exercise for you in saying, Hey, we're part of something bigger what is why this Co.

00:54:43.000 --> 00:54:49.000

Housing matter, And why is there all this interest you would you're helping frame this story?

00:54:49.000 --> 00:54:56.000

Help me tell it, and and it just has a lot of background pieces that you can choose trump and add your own.

00:54:56.000 --> 00:55:00.000

But it's really got to be about you but this context is there.

00:55:00.000 --> 00:55:04.000

We've also took the resource kit that we supplied communities, 20 requested.

00:55:04.000 --> 00:55:16.000

There is some tips for for online and in person events and the outline just for planning event. and we're adding some others as well, including a logo.

00:55:16.000 --> 00:55:20.000

Oh, yeah. Also about from the state of co housing.

00:55:20.000 --> 00:55:37.000

A general background piece is there with refreshment just to overall national numbers, and the latest version of how we tell the story of what it's about, and the alleged posting only to the tell your story in 140

00:55:37.000 --> 00:55:48.000

characters, and we can find that out on the site and yes, so so it's up to you to design your event.

00:55:48.000 --> 00:56:02.000

And when i we're listing both in person events including performing communities, you don't even have to have a site to do an in-person event that was an informational educational event.

00:56:02.000 --> 00:56:12.000

And you can get extra attention and publicity in the dream world we'd have extra money around and be able to do a matching fund for what people are spending on social media and whatnot maybe not this year, But it's

00:56:12.000 --> 00:56:16.000

something we're working on, and this is where supporting the Association pays off.

00:56:16.000 --> 00:56:21.000

We are looking for ways to amplify whatever people are doing locally.

00:56:21.000 --> 00:56:27.000

And in fact, Alan talked a little bit about hashtags, and we've got ones for co-.

00:56:27.000 --> 00:56:32.000

Housing week, and Cohes will open house 2022.

00:56:32.000 --> 00:56:36.000

So these are simple and short things that you've been attached to posts that make it easy.

00:56:36.000 --> 00:56:49.000

You need to search for usually for us to find and easy for people looking for something related to this, and of course, to add one for your own community and location, and and what it's about. But the hashtags are just simple ways

00:56:49.000 --> 00:56:55.000

of of getting attention unified to build something into more than than just okay how we're here with near Flag.

00:56:55.000 --> 00:57:08.000

But oh, look there's a field of people waving flags, and that he went from what and one of them can look around and see the others, and it's about movement building it's about so seen it part of something larger and you get a lot of leverage

00:57:08.000 --> 00:57:17.000

out of that, and let's See Neil and I are working together on the piece as possible.

00:57:17.000 --> 00:57:26.000

When you fill out the form. let's do a quick guy here, we ask Where? where you're you're doing your where your community is, whether you've been simply virtual in person.

00:57:26.000 --> 00:57:30.000

We also have the option. We know that not everybody can do something that we can.

00:57:30.000 --> 00:57:32.000

It might be a big retreat, it might be other way.

00:57:32.000 --> 00:57:46.000

I have some other conflict. but so you can either have a video that you put up on the website that's available at any time, or if you have an event that's near that, for instance, strategies community is Now, meeting having its open

00:57:46.000 --> 00:57:50.000

houses on the first Saturday of the month so we might be able to list.

00:57:50.000 --> 00:57:55.000

It's you know early may gathering you could list it as an event.

00:57:55.000 --> 00:57:59.000

Oh, but yeah, or do something specific for open house day and there's.

00:57:59.000 --> 00:58:06.000

I'll be speaking you separately with my regional organizer had about opportunities for people to come by in person.

00:58:06.000 --> 00:58:13.000

We might by then have found a way to do associatively in in in limited form.

00:58:13.000 --> 00:58:19.000

As a as I was saying, you gotta tell stories? so we're asking, What's the headline for your event?

00:58:19.000 --> 00:58:22.000

What What do we? What do we list to this? Not just?

00:58:22.000 --> 00:58:25.000

Oh, Berkeley Coh housing is having an open house.

00:58:25.000 --> 00:58:33.000

But yeah, what's what's different what's unique what's, you know, you know, rare opportunity to see this community, or oh, this is new.

00:58:33.000 --> 00:58:44.000

This is the last chance to get a spot to gain in and get plugged in, and as you're running out of available spaces there, the Washington Commons, it's still the way.

00:58:44.000 --> 00:58:49.000

We do ask, are you collaborating with other groups? And this is something that you get extra bonus?

00:58:49.000 --> 00:59:02.000

Silver stars perfectly points for because We've seen a lot of benefit of regional collaboration here in the bay area in California, in Portland and Seattle areas.

00:59:02.000 --> 00:59:15.000

Washington, Dc. There's New England, there's been regional groups, and there's some buried examples from 2 years ago from North Carolina and Durham, where the formulating group, both city commons partnered with established

00:59:15.000 --> 00:59:23.000

groups, and both cities moving in right Now But they're still going to work with with groups around them to help you know. let's not have events that compete with each other.

00:59:23.000 --> 00:59:30.000

Let's see if we can Stagger them So that we people who go around to see more than one community. And then maybe let's go in together.

00:59:30.000 --> 00:59:42.000

I want online event that can make it really easy to do a virtual event, because one person's coordinating, and all your community has to do is have somebody show up for a bit and answer questions for a few minutes that's much

00:59:42.000 --> 00:59:48.000

easier asked to find somebody to volunteer for then doing the whole thing from scratch, like everything gets easier.

00:59:48.000 --> 00:59:53.000

Intuitively, and in community of communities, as we know we do.

00:59:53.000 --> 00:59:57.000

We do ask for typical descriptions. and a link.

00:59:57.000 --> 01:00:02.000

If you had something to Rsvp. or just in public contact Info!

01:00:02.000 --> 01:00:06.000

And then back in we're asking Facebook instagram Twitter.

01:00:06.000 --> 01:00:20.000

I think Twitter, has more potential than we're realizing for communities and as a social media piece for reaching people ample. If I'm, what's out there and if you do have a video that's already posted you can

01:00:20.000 --> 01:00:27.000

put the link in here, if you're doing more than one event like a virtual, you know, in a person, Please does submit them both separately.

01:00:27.000 --> 01:00:38.000

That will help us manage the list. It gets pretty crazy in the last few days as we're putting it together. And, does this session about to end?

01:00:38.000 --> 01:00:46.000

I mean you have slightly under 1 min but and then we got to 10 min, or i'll say the resources are there.

01:00:46.000 --> 01:00:57.000

You'll you'll be seeing a special What is co- housing larger events on the sixteenth the fire Saturday, and it's a national wrap-up. events.

01:00:57.000 --> 01:01:04.000

Co-host National National Dashboard, National Dash cohort to 2 2.

01:01:04.000 --> 01:01:12.000

So thank you all and appreciate i'm looking forward to seeing a bunch of you with communities and participation.

01:01:12.000 --> 01:01:20.000

We're here to help make it happen. thank you so take us out.

01:01:20.000 --> 01:01:31.000

Yep. no, that was wonderful, I appreciate. Say all of your insight, both fallen and rains, and all of your work organizing this

01:01:31.000 --> 01:01:35.000

We now have a 10 min break before the next session.

01:01:35.000 --> 01:01:44.000

But if anybody has any final questions for rains I'm sure we could sneak up another question or 2 in or Alan, Yeah, or Allen.

01:01:44.000 --> 01:01:54.000

Yeah, otherwise feel free to take a break or switch switch sessions or whatever you wish.

01:01:54.000 --> 01:01:57.000

Coming up next in this room. we'll be looking at new York Times article.

01:01:57.000 --> 01:02:04.000

We've got some of the folks who are part of the Rocky Corner group to talk about that.

01:02:04.000 --> 01:02:11.000

And yeah, that's that's great idea or workshop focused on media.

01:02:11.000 --> 01:02:19.000

There's the suggestion forward on the program page for feedback That's a place to get into the whole the whole team.

01:02:19.000 --> 01:02:32.000

Good place. Great! Well, thank you, Scott, let's get our official break time.

Chat & Links

00:37:46 Raines: Kind of "Blair Witch Project" effect

00:41:50 Raines: Bonus tip: totally avoid having any window behind you for any shots during daytime, especially with automatic adjusting cameras like Zoom uses, it makes your face invisible.

00:43:48 Raines: Modern phones like iPhone 12 and newer can do a surprisingly good job of getting good shots with low light.

00:54:41 Anne Geraghty - Washington Commons: Maybe CoHo should have a community video contest and give awards at the upcoming conference.

01:03:05 Raines: Great idea, Anne. In the past we have had some "film festivals" with full showings.

01:13:46 Raines: There's a very nice video for Phoenix Commons (created by the developer) at <http://www.PhoenixCommons.com/>

01:19:21 medium.com/@alanohashi: here's the 'tell your community story in 140 characters' <https://youtu.be/cBff0jTHk4w>

01:24:53 Anne Geraghty - Washington Commons: Thanks Raine — We'll be signing up.

01:25:55 Anne Geraghty - Washington Commons: How about a workshop just focused on media.