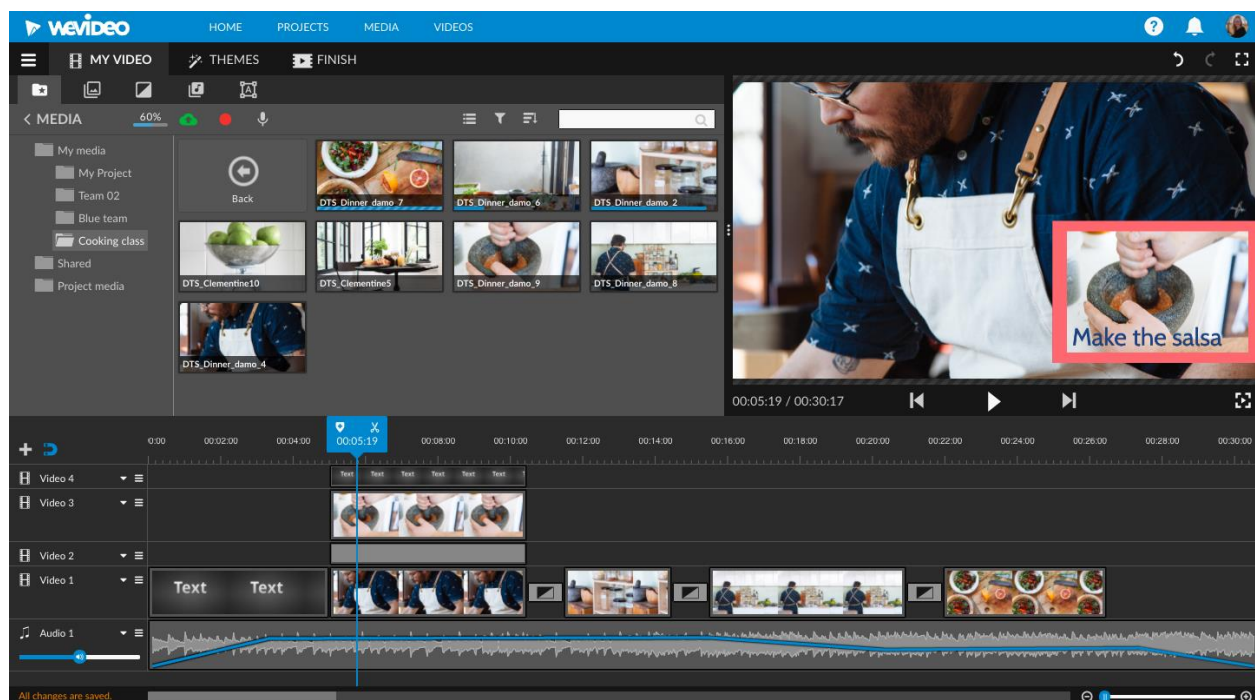




Video Production

Video Editing

WeVideo is a great option for video production. It is an easy to use cloud-based video editing and sharing suite. You can edit horizontally, vertically or square. It includes a music, sound effects, and graphics library. If you get the business plan, a more extensive library with b-roll (video) and graphics is included. You can download the app and upload video you take on your phone. You can upload 4K video. You can find more information at wevideo.com.



WeVideo Pricing

Power plan – \$4.99/month (billed annually), or \$9.99/month (billed monthly)

- Single seat license
- Publish 30 minutes/month
- 720p HD resolution
- Premium editing features
- Motion titles

Unlimited plan – \$ 7.99/month (billed annually) or 15.99/month (billed monthly)

- Single seat license
- Publish unlimited videos
- 4K Ultra HD resolution
- Motion titles
- VIP video processing and support

Business plan – \$19.99/month (billed annually) or \$39.99/month (billed monthly)

- Everything in the Unlimited plan, plus
- Team license
- Premium editing features
- Premium business motion titles
- Create your own template
- Collaboration and sharing tools
- Management tools
- Expanded social marketing options

Other Options

Free Video Editing Software

- YouTube Video Editor – YouTube has upgraded its editing software over the years. It will get the job done.
- iMovie – If you have an iPhone, iPad, or apple product
- Androids – You can use the edit option once you have shot your video. This is primarily for very short videos that you want to upload to social media.
- Lightworks – Paid version is Lightworks Pro
- Hitfilm Express – Paid version is Hitfilm Pro
- Blender – Free and open-source 3D computer graphics software

Cameras

The cameras below are what I use for shooting video and taking pictures. There are always cheaper versions you can find. It really depends on what you're trying to accomplish. I tend to shoot a lot of videos for the City and it is important that I have a camera that shoots in HD and 4K. However, you will save money if you go on Amazon, instead of buying directly from the manufacturer. Plus, Amazon sells

cameras in bundles. You will often get a tripod, batteries, lenses, case, sometimes a microphone, and several other accessories.

Canon EOS Rebel T6i – High quality photos and HD Videos – (Camera Description from Canon) -

For high-quality photos and videos that are easy to share, look to the Canon EOS Rebel T6i camera. It's high-resolution 24.2 Megapixel CMOS (APS-C) sensor means finely detailed, crisp and natural-looking photographs. HD videos are effortless with the EOS Rebel T6i's advanced AF that provides speedy and precise focus on subjects. Built-in Wi-Fi® and NFC are now available! Wireless connectivity provides a seamless way to exchange images and movies with compatible devices.



Below is an example of buying a camera in a bundle. You get more bang for your buck. This is a recent find on Amazon.



Canon EOS Rebel T6 Digital SLR Camera Kit with EF-S 18-55mm f/3.5 Lens, Two Lexar 32GB U3 Memory Cards, Lens Filters, Camera Bag, Flexi-Tripod, and Accessory Bundle

by Canon

★★★★☆ 850 customer reviews | 342 answered questions

Price: **\$429.99** & **FREE Shipping**. Details

Get \$50 off instantly: Pay **\$429.99** \$379.99 upon approval for the Amazon Rewards Visa Card. No annual fee.

Free Amazon product support included

Style: **T6 18-55mm Memory Bundle**

3-Lens Bundle \$429.99	Premium 3-Lens Bundle \$429.99	Premium 4-Lens Bundle \$518.98
T6 18-55mm Memory Bundle \$429.99		

Product Packaging: **Standard Packaging**

- Canon EOS T6 Digital SLR Camera Body With all Canon Accessories + Full USA Warranties PREMIUM RITZ CAMERA BUNDLE INCLUDING:
- Xit Deluxe Camera/Video Padded, Xit Slave Flash, XIT 58mm 0.43 Wide Angle Lens, XIT 58mm 2.2x Telephoto Lens,
- Xit 3 Piece Filter Kit, Vivitar 7" Flexible Tripod (Red), Vidpro 4-in-1 USB SD Card Reader/Writer,
- Polaroid Universal Screen Protectors, Lens Cap Keeper, Two Lexar Professional 633x 32GB SDHC US Cards
- The EOS Rebel T6 DSLR Camera from Canon is an APS-C format digital SLR camera with an 18MP CMOS sensor and the DIGIC 4+ image processor. With 14-bit Analog/Digital conversion, an ISO range from 100-12800 (expandable to 25600), and Multi Shot Noise Reduction, it offers sharp details, accurate colors and low-noise imaging in both bright and low-light shooting situations. The Rebel T6 can continuously shoot up to 5 fps.

Compare with similar items

New (1) from \$429.99 & FREE shipping. Details

Sony AX33 4K Handycam – Shoot 4K footage that contains about four times more detail than Full HD footage. You can find this in a bundle on Amazon for as low as \$698.00.



Options

These days your **Android** or **iPhone cameras** are just as sharp as an HD camera. You can also use different filters and effects.

Facebook Live and Twitter Live – You can capture events live on your City's Twitter and Facebook channels. If you don't have time to edit a video, you can always go live.

Pixlr is a free online photo editor. It's basically the free version of Adobe Photoshop.

Snapseed is a free photo editing app for both iOS mobile devices and Android. You can create photo frames, textures, lighting effects, etc.

Closed Captioning – For closed captioning **Rev.com** is a great and inexpensive option. You upload your video and they do all the work. After Rev.com is done captioning they will send you a srt file to upload to your Facebook or YouTube video. It is \$1 per minute. While closed captioning is free on YouTube and Facebook, it is not going to be exact. You will end up spending a lot of time syncing the words with the video and making corrections. It is best to submit a script with your video to Rev.com. Rev.com will get your video closed captioned faster if you provide a script.

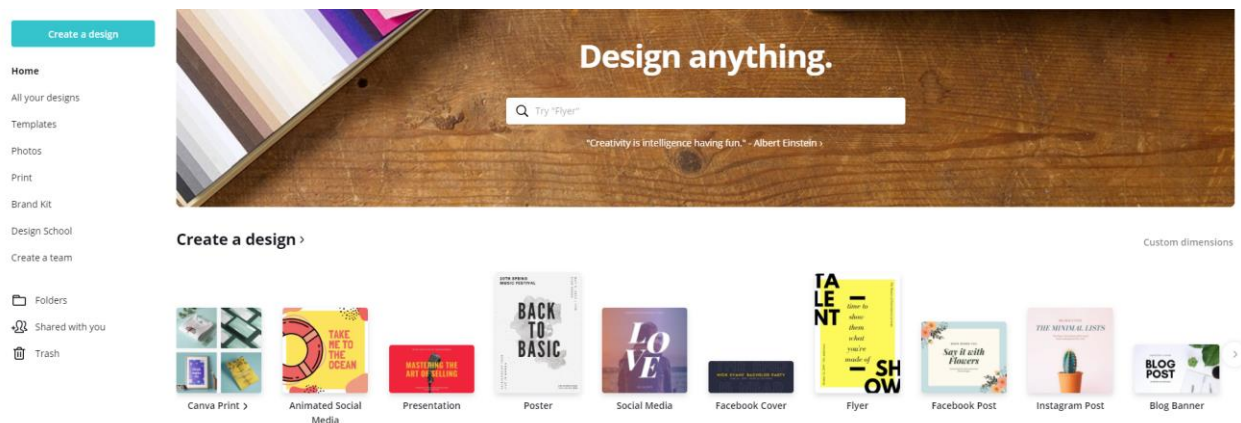
Graphics



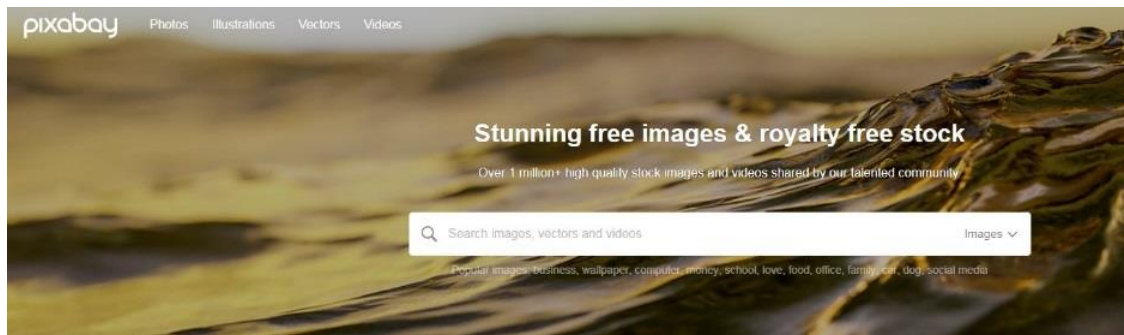
Digital Juice is a royalty-free content provider for video, print, and presentations. This includes graphics that divided up by different themes. For example, if you are looking for school related content or Christmas content, you will find an array of options under the specific theme (graphics, animations, b-roll, etc. for flyers, videos, and presentations). The Digital Juice Pro subscription is \$249.00 a year. There is standard subscription that is cheaper. You can learn more at digitaljuice.com.

Free Options

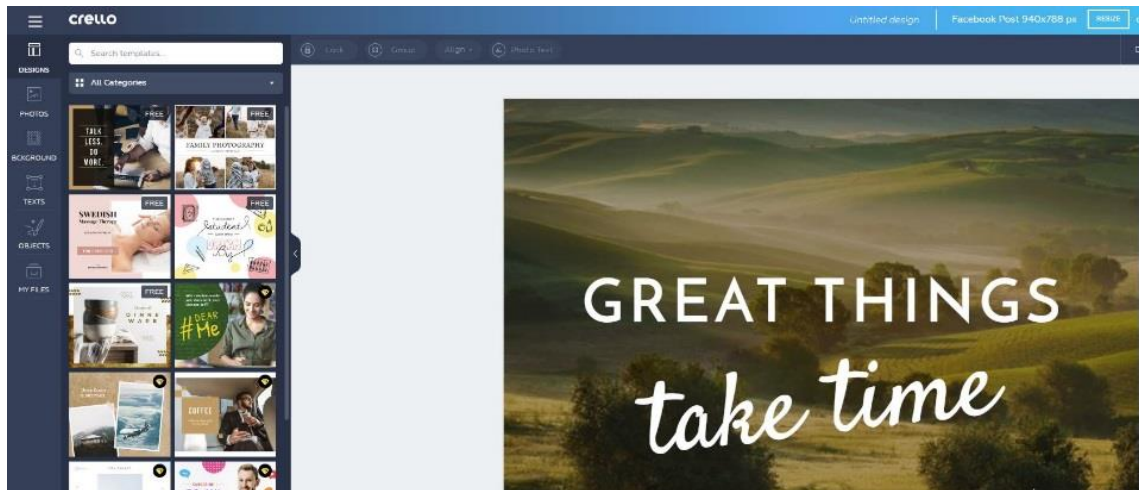
Canva is a great tool and has over 60,000 free templates and a library of over 3 million images. Canva is available on desktop, iPad, iPhone and will soon be launching on Android. Visit canva.com.



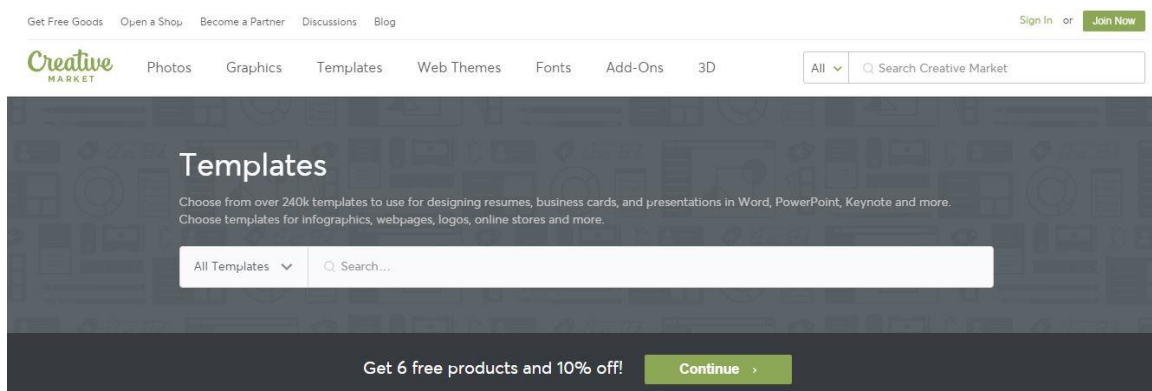
Pixabay contains a library of pictures and videos that are royalty free. All contents are released under the Pixabay License, which makes them safe to use without asking for permission or giving credit to the artist - even for commercial purposes. Check it out at pixabay.com.



Crello is like Canva, but you can also produce animated graphics. Visit crello.com.



Creative Market is another great option. If you sign up for a free account at creativemarket.com every week they will email you six free things, including fonts, graphics, and power point templates. There are also inexpensive templates you can use to make logos or shirts, presentation templates, flyers, etc.



Google Slides are very creative. If you google “google slides free templates” you will find several free items you can use.

Newsletters

There are a few free options when it comes to Newsletters, however the number of people you can send it to will be limited:

- Mailchimp – visit mailchimp.com
- Benchmark – visit benchmarkemail.com
- SendPulse – visit sendpulse.com
- Vertical Response – visit verticalresponse.com.

UTILIZE STAFF



As a one-person department you cannot be everywhere at the same time. This is when your colleagues can help. As Communications Director I feel that it is important to show the public what our employees do on a day to day basis. Your Public Works and Parks and Recreation employees are always out and about working on various projects. Ask them to text or email you a few pictures if they are paving the street, fixing a pothole, cleaning a park, etc. This gives you extra social media content and it's free. Your best storytellers are the people working around you.

In the City of Buda we often share resources. For example, if I need someone to make an elaborate flyer, I reach out to our Tourism Coordinator who is creative and great with graphics. If the Main Street Director needs someone to shoot and edit a video, I will help her out. Everyone has a busy schedule, but when possible, utilize the employees around you. This can save you money by not having to contract out for services. We also sometimes share equipment like tripods or cameras.

INTERNS

Interns can be a tremendous help, especially if you are a one-person department. The City of Buda is surrounded by community colleges and universities and we take advantage of this free resource. My intern over the summer created videos, wrote press releases, and helped me take care of the smaller things. Some high schools also have internship programs.

david marino | communications director

City of Buda

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