



Capturing the Story of Place: Video Strategies and Tools for Community Momentum

Empowering community voice through DIY video

OUR MISSION & APPROACH

Make a Scene Media

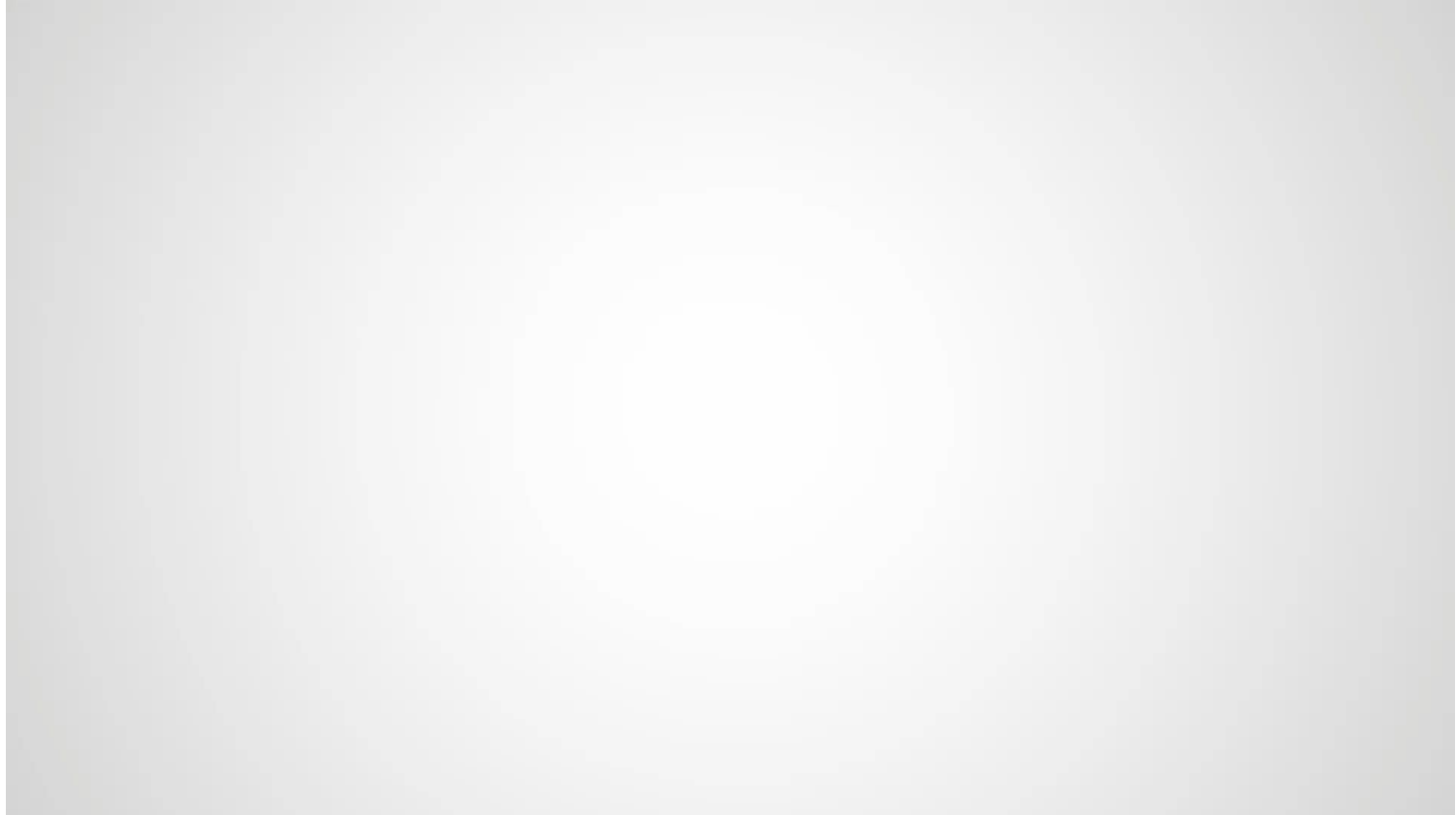
We create video and content strategy for mission-driven organizations, focusing on ethical, trauma-informed storytelling.

OUR JOURNEY

- **BACKGROUND: ORIGINATING FROM THE WORLD OF REALITY TELEVISION.**
- **THE PIVOT: WITNESSING THE PITFALLS OF TRADITIONAL MEDIA, WE SHIFTED TO A MORE RESPONSIBLE AND ETHICAL APPROACH.**
- **OUR PARTNERS: COLLABORATING WITH TRUE GROUND, GOOD SHEPHERD, AND ST. MARY'S TO ELEVATE RESIDENT VOICES.**



Make A Scene Media Reel



Session Overview and Objectives

Empowering Community Placemaking with Strategic, DIY Video



- **MISSION**

Empower community placemaking organizations to build trust, visibility, and momentum through strategic, DIY video. Authenticity and your smartphone are powerful tools to document projects and elevate resident perspectives.

- **TRAUMA-INFORMED STORYTELLING**

Apply principles to ensure community members are represented with dignity, consent, and context.

- **PROFESSIONAL DIY FOOTAGE**

Learn to film short, scroll-friendly clips using a smartphone, focusing on proper framing, lighting, and clear audio.

- **ACCESSIBLE EDITING**

Utilize simple apps to edit clips and add readable captions for improved engagement and accessibility.

- **READY-TO-SHARE CONTENT**

Produce a usable social media video and develop a strategy for sharing it across partner networks.



Power Dynamics

Acknowledge that power dynamics are real in housing and placemaking work, and stories can unintentionally cause harm if not handled carefully.



"Just because we can capture a story doesn't mean we should."

The Power of Storytelling

Connecting Emotionally and Enhancing Retention

Emotional Connection

WHEN DATA IS PAIRED WITH A STORY, IT CONNECTS THE
VIEWER EMOTIONALLY TO THE ISSUE THROUGH EMPATHY.

22x

▼ 100%

The 4 R's of Trauma-Informed Care

Based on SAMHSA guidelines



REALIZE

Triggers can happen at any point.



RECOGNIZE

Build trust and ask what to look for.



RESPOND

Have a plan in place.



RESIST RETRAUMATIZATION

Focus on pre-production groundwork and obtaining transparent consent.

Centering Participant Agency



SET A RELAXED TONE

Create a comfortable and non-intimidating environment for participants.



ASK OPEN-ENDED QUESTIONS

Encourage detailed responses and deeper engagement.



OFFER CONTROL OVER CONVERSATION FLOW

Empower participants by letting them influence the direction of the discussion.



ALLOW BREAKS OR PASSING ON QUESTIONS

Ensure participants feel they can manage their participation and comfort level.

Ethical Storytelling Checklist

- ✓ **ACCURATE REPRESENTATION:** ENSURE THE STORY IS TOLD TRUTHFULLY AND REMAINS IN ITS PROPER CONTEXT.
- ✓ **AVOID STEREOTYPES:** DO NOT RELY ON HARMFUL TROPES OR SENSATIONALIZED DRAMA.
- ✓ **COMPENSATION:** VALUE THE TIME AND EXPERTISE OF THOSE SHARING THEIR STORIES.
- ✓ **INFORMED CONSENT:** MAINTAIN TRANSPARENT COMMUNICATION REGARDING HOW AND WHERE THE VIDEO WILL BE SHARED.
- ✓ **SOLUTIONS-BASED:** FOCUS ON POSITIVE OUTCOMES AND HOPE RATHER THAN STRICTLY CRISIS-DRIVEN NARRATIVES.



PRACTICAL APPLICATION

Trauma-Informed Production in Action

This section showcases the practical application of trauma-informed principles within our production processes. Here, we present a video demonstrating these concepts in action.

Sample: "You Are Not Alone" Campaign

THIS VIDEO PROVIDES A VISUAL NARRATIVE OF HOW TRAUMA-INFORMED PRACTICES ARE INTEGRATED INTO OUR DAILY OPERATIONS, HIGHLIGHTING KEY MOMENTS AND OUTCOMES.

The Logistic Framework

Before you hit record, ask yourself:



WHY

What is this video for?



WHO

Who is this video for?



WHAT

What should they understand?

The Strategic Framework

Before you hit record, ask yourself:



FEEL

What emotion do you want viewers to experience?



BELIEVE

What new belief or possibility do you want viewers to embrace?



DO

What specific action should viewers take next?

DIY Capturing Tips

Professional quality is about habits, not just hardware



SHOOT HORIZONTALLY

Orient your camera or phone in landscape mode for a wider, more conventional field of view.



ADJUST FOR LIGHTING

Ensure your subject is well-lit, avoiding harsh shadows or overexposure.



STABILIZE THE CAMERA

Use a tripod or steady surface to prevent shaky footage.



USE A WIRELESS MICROPHONE

Improve audio quality by using an external microphone, ideally wireless for freedom of movement.



WIPE YOUR CAMERA LENS

A simple but crucial step: clean your lens for clear, sharp images.



MAKE A TEST RECORDING

Always do a short test run to check lighting, audio, and framing before the main recording.

DEVELOPING GOOD HABITS IS KEY TO ACHIEVING PROFESSIONAL-QUALITY RECORDINGS, OFTEN MORE SO THAN EXPENSIVE EQUIPMENT.

Visual Variety: Building Your Shot List

Plan dynamic angles to bring your story to life.



WIDE / ESTABLISHING SHOT

Sets the scene, provides context, and shows the overall environment.



MEDIUM / INTERACTION SHOT

Focuses on the subject within their surroundings, perfect for capturing active interactions.



CLOSE-UP

Captures emotion and facial expressions to build human connection.



DETAIL / STILL SHOT

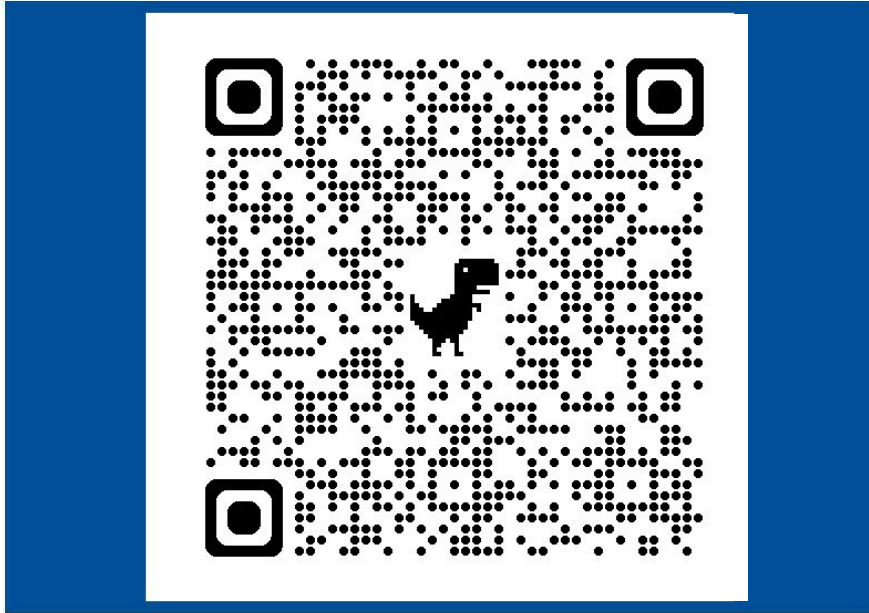
Focuses on textures or small, significant objects; a static moment.



MOTION / MOVEMENT SHOT

Captures dynamic movement to add energy to the reel.

Planning Trauma-Informed Production



SCAN HERE TO DOWNLOAD WORKSHEET

Focus on respectful interaction and obtaining informed consent throughout the production process.

Event Story Capture Worksheet

Purpose: Capture meaningful, intentional footage that supports your event goals and tells the story of what made it special.

Quick Filming Tips — Film with Intention & Respect

- **Tell people why you're filming** and where the footage will be shown.
- **Ask before filming close-ups** of individuals or children.
- Capture **wide, medium, and close-up** shots of each key moment.
- **Move until the light feels kind** — faces should be clear and natural.
- **Hold steady** for 5–10 seconds before moving.
- **Look for emotion and connection**, not just the action.

EVENT PLANNING WORKSHEET

Hands-on Breakout Session (20 min)

- **THE INTERVIEW SNIPPET: CAPTURE A 30-SECOND STAND-UP VIDEO**

- **INSPIRATION:**

- What's something you learned at the conference that you want to apply to your organization?
- What's it like to be here?
- What's something surprising you learned that people need to know?

- **HOOKS:**

Nobody really talks about this part of ____

I just learned one thing that completely changed by mind about ____

The biggest myth about ____

What people misunderstand about____

Homework for the conference

- **B-ROLL - WIDE SHOT: CAPTURE THE OVERALL ENERGY OF THE WORKSHOP ROOM.**
- **B-ROLL - DETAIL SHOT: FOCUS ON A SPECIFIC OBJECT (A BADGE, A NOTEBOOK, A PHONE).**
- **B-ROLL - MOTION SHOT: CAPTURE SOMEONE WALKING THROUGH THE SPACE OR GESTURING.**



Editing Apps & Workflow

App Comparison & Recommended Workflow

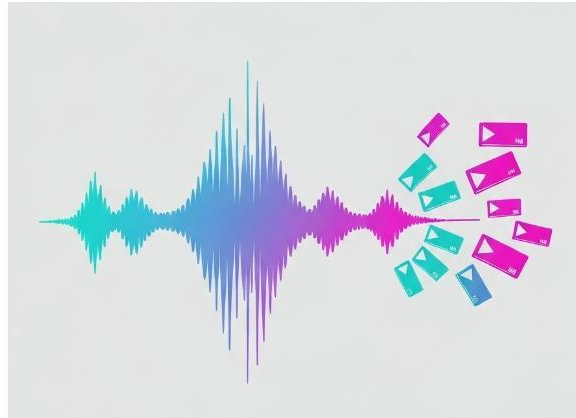
Consumer Edit

 **CapCut**

 **FlexClip**

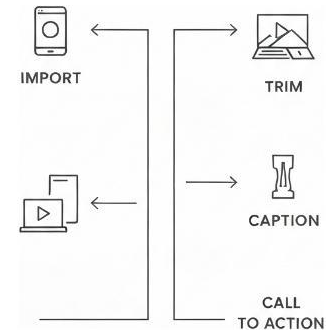
Focus: Manual editing, traditional storytelling. Strengths: Platform favorability, precise control. Use Case: Ideal for crafting narratives with direct input.

Opus Clips



Focus: AI-powered content repurposing. Strengths: Automatic identification of high-impact moments. Use Case: Efficiently generate short-form clips from longer content.

Recommended Workflow



1. Import raw footage or long-form content. 2. Trim and refine the core message. 3. Add engaging captions or text overlays. 4. Include a clear call to action.



Accessibility is Mandatory

Add trending, readable captions to enhance engagement for all users.

Edit with Dignity, Not Drama



AVOID SENSATIONALISM

Do not sensationalize a story or misrepresent the participant's intent for views.

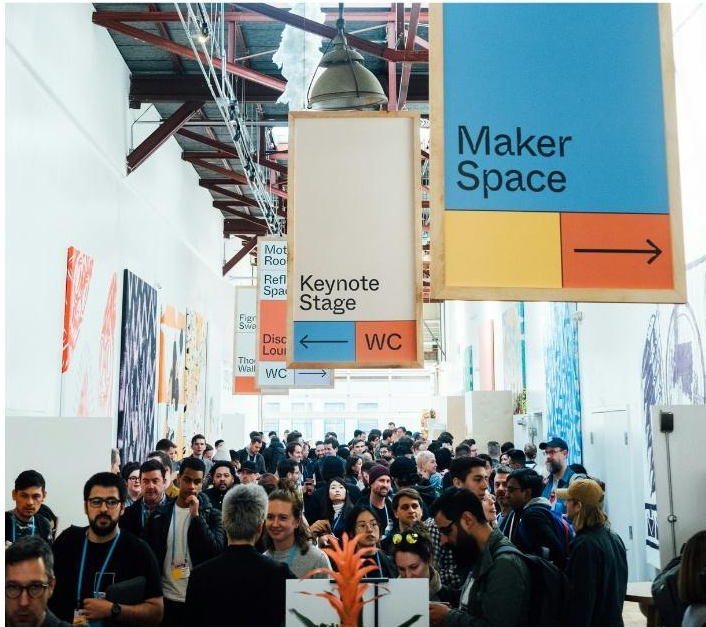


SEEK PARTICIPANT APPROVAL

Whenever possible, share the final product with participants before posting publicly to ensure they feel accurately represented.

Conference Reel: Capturing Your Experience

Treat this conference as the "place" for your story.



- **ESTABLISHING WIDE SHOT**

Capture the overall atmosphere and scale of the conference venue.

- **DETAIL/MEDIUM SHOT**

Focus on sensory details like food offerings or vendor booths to add texture.

- **SOCIAL SHOT**

Record a moment with friends or colleagues. Remember to practice obtaining active consent before filming!

- **REFLECTIVE SELFIE**

Record a short video selfie sharing an open-ended thought or experience from the conference.

SECTION

Q&A & Wrap-Up

How will you use these tools to elevate resident perspectives and share updates across your networks?

Make A Scene Media

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