

SHOW OFF YOUR SCHOOL ON



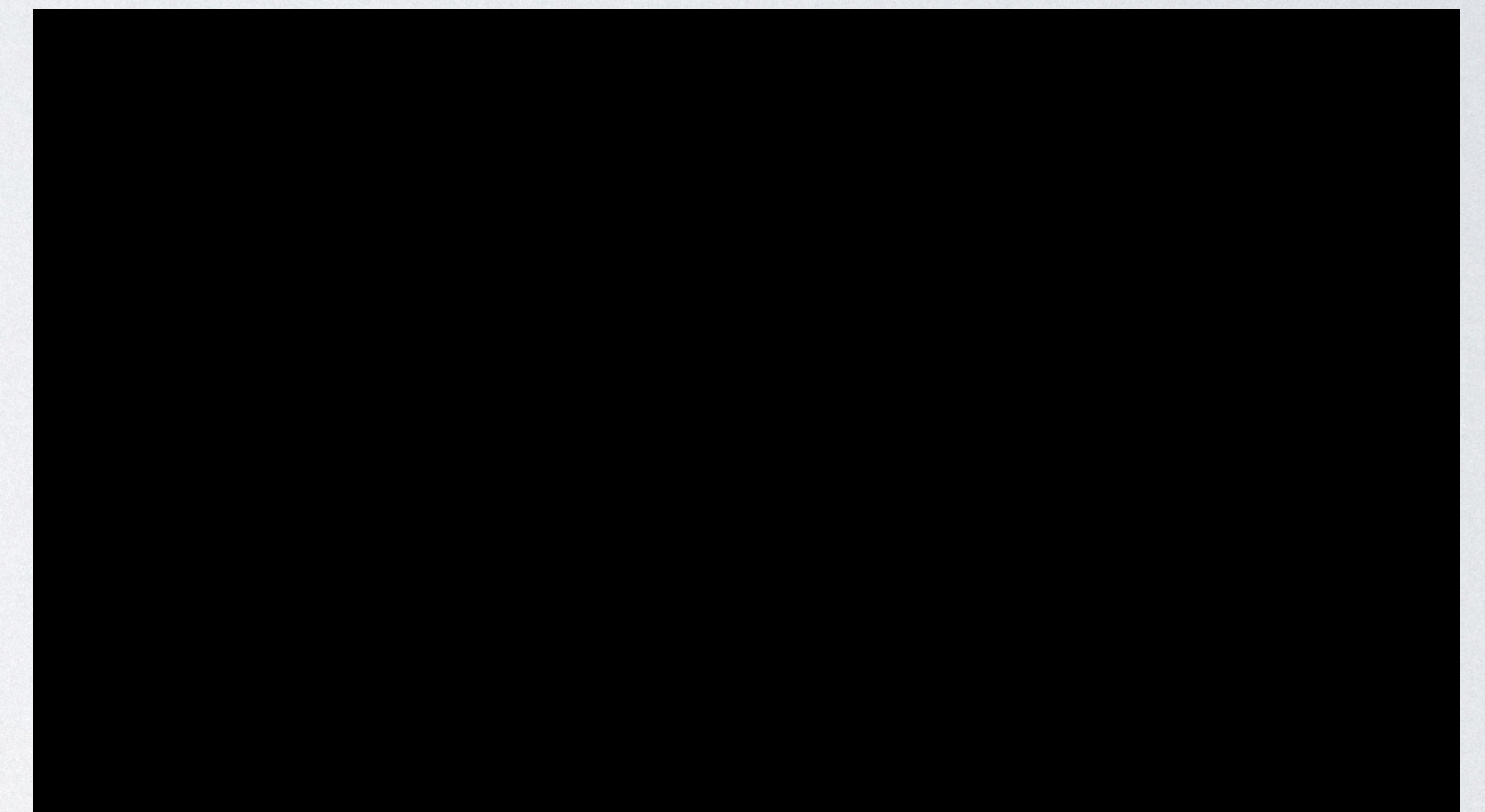
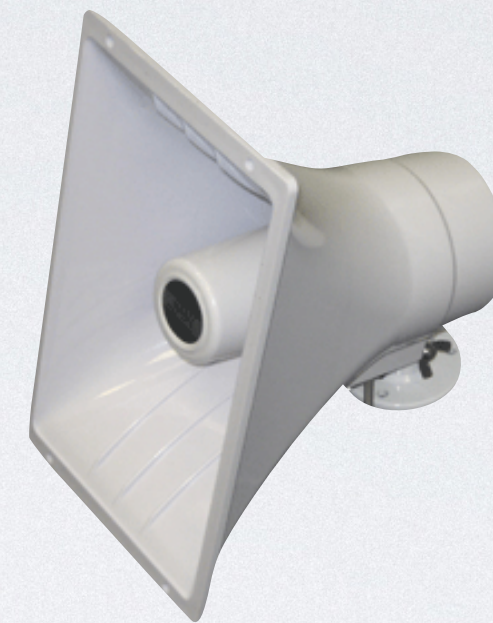
Michelle Chiotti - Activities Director
Mike Rolland - Video / Leadership Teacher

Chino Hills High School



PRIOR TO YOUTUBE

- PA Announcements
- Husky Highlights
- Phone Blasts
- Website
- Some Social Media



THE IDEA (2016)

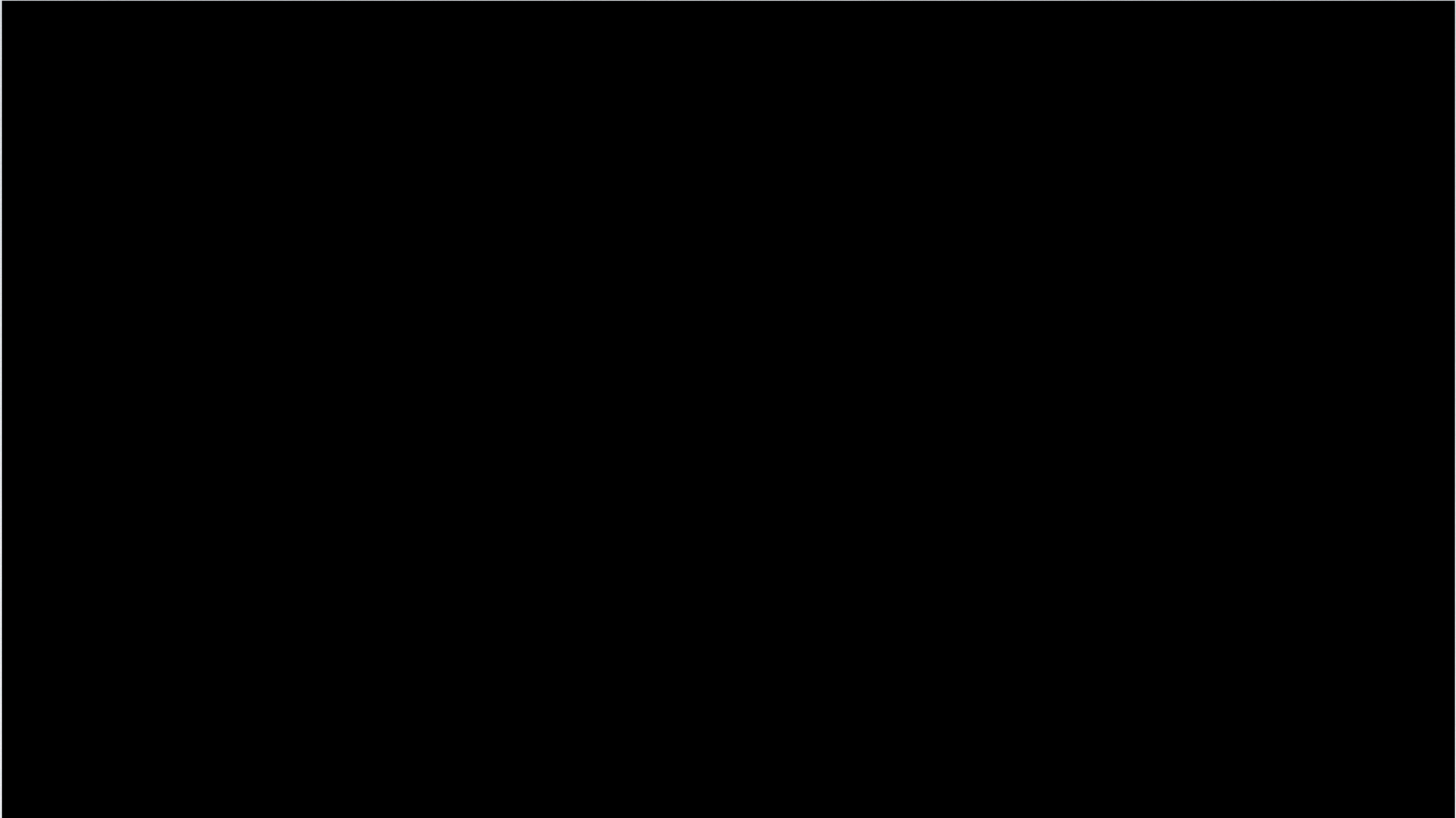
- YouTube channel
- Mini Profiles / Documentaries on school happenings
 - Homecoming 2016
 - Addams Family Musical
 - Japanese Class Makes Miso Soup



TEACHERS AND STUDENTS STARTED ASKING...

- French Class Cooking
- Spanish Class Cooking
- College Night
- Girls Tennis
- Theatre Productions
- Ceramics
- Jazz Band
- TEDx

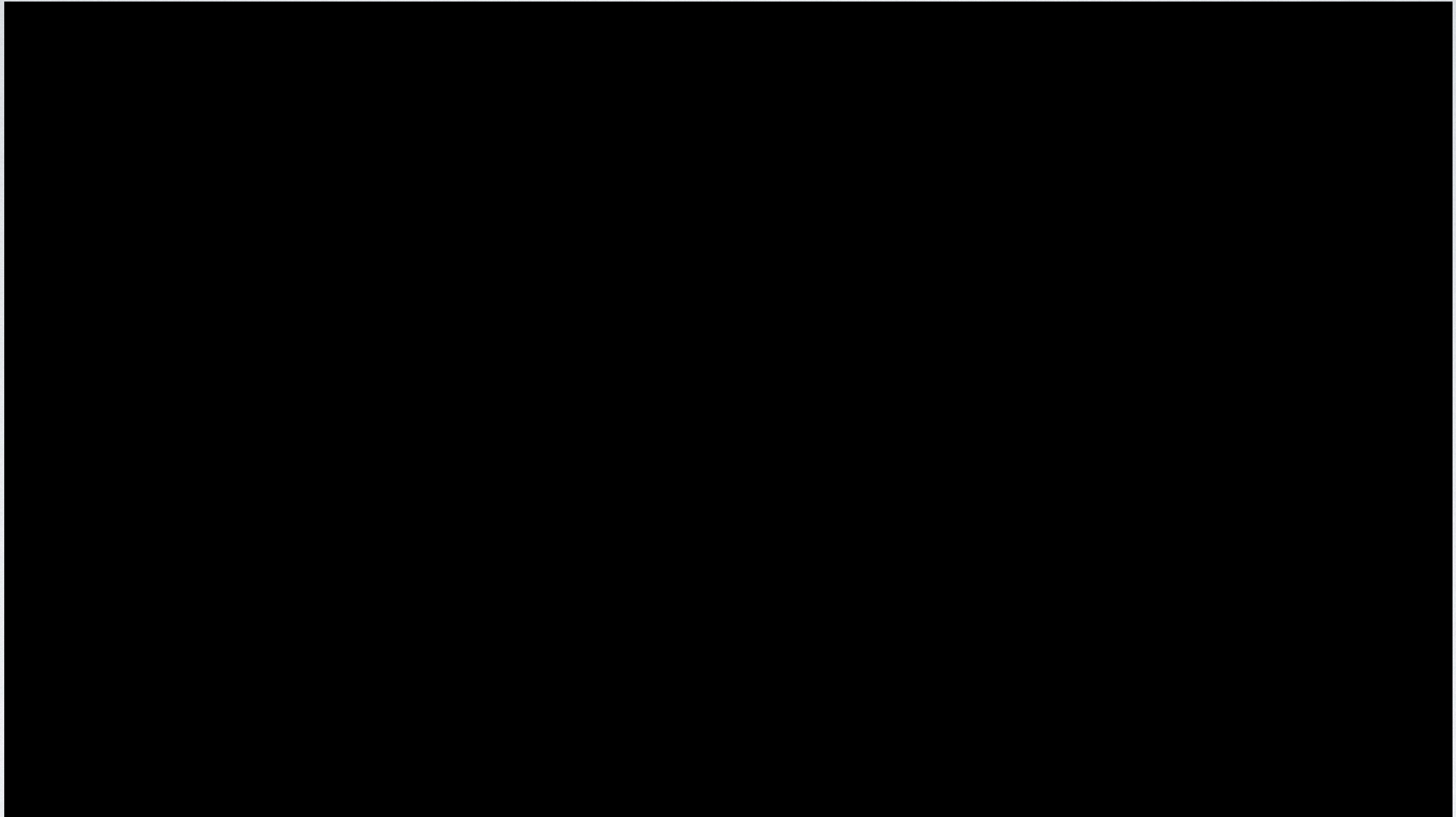




CHOIR

Singing the National Anthem at Angels Stadium





FOOTBALL HIGHLIGHTS / FOOTAGE

Battle of the Bone 2018



...AND THEN ADMINISTRATION STARTED ASKING

- ASB Announcements
- Hugh O'Brien Youth (HOBYS) Leadership Award
- NCAA Student-Athlete Night
- Peer Leadership
- Teen-to-Teen Safe Driving / Every 15 Minutes
- Welcome Back to School (2017)



DAY 1 VIDEOS (2018)

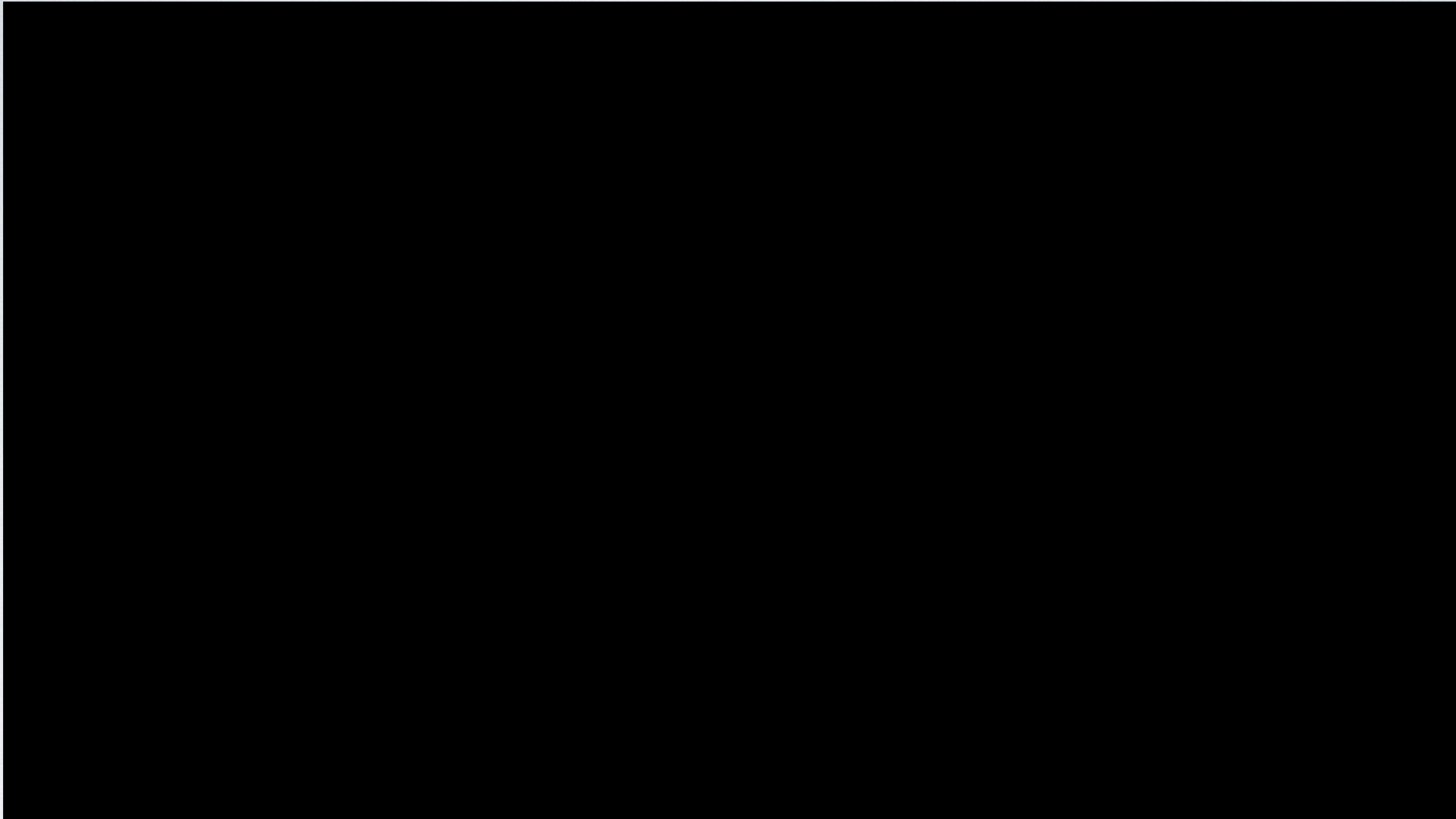
Period 1 - Make Someone Smile



...AND THEN THE DISTRICT STARTED ASKING

- Superintendent Retirement Party
- CAASPP Testing Video Contest





STATE OF THE DISTRICT

Music Videos for CVUSD Elementary, Middle, and High Schools



...AND THEN THE CHINO HILLS COMMUNITY STARTED ASKING

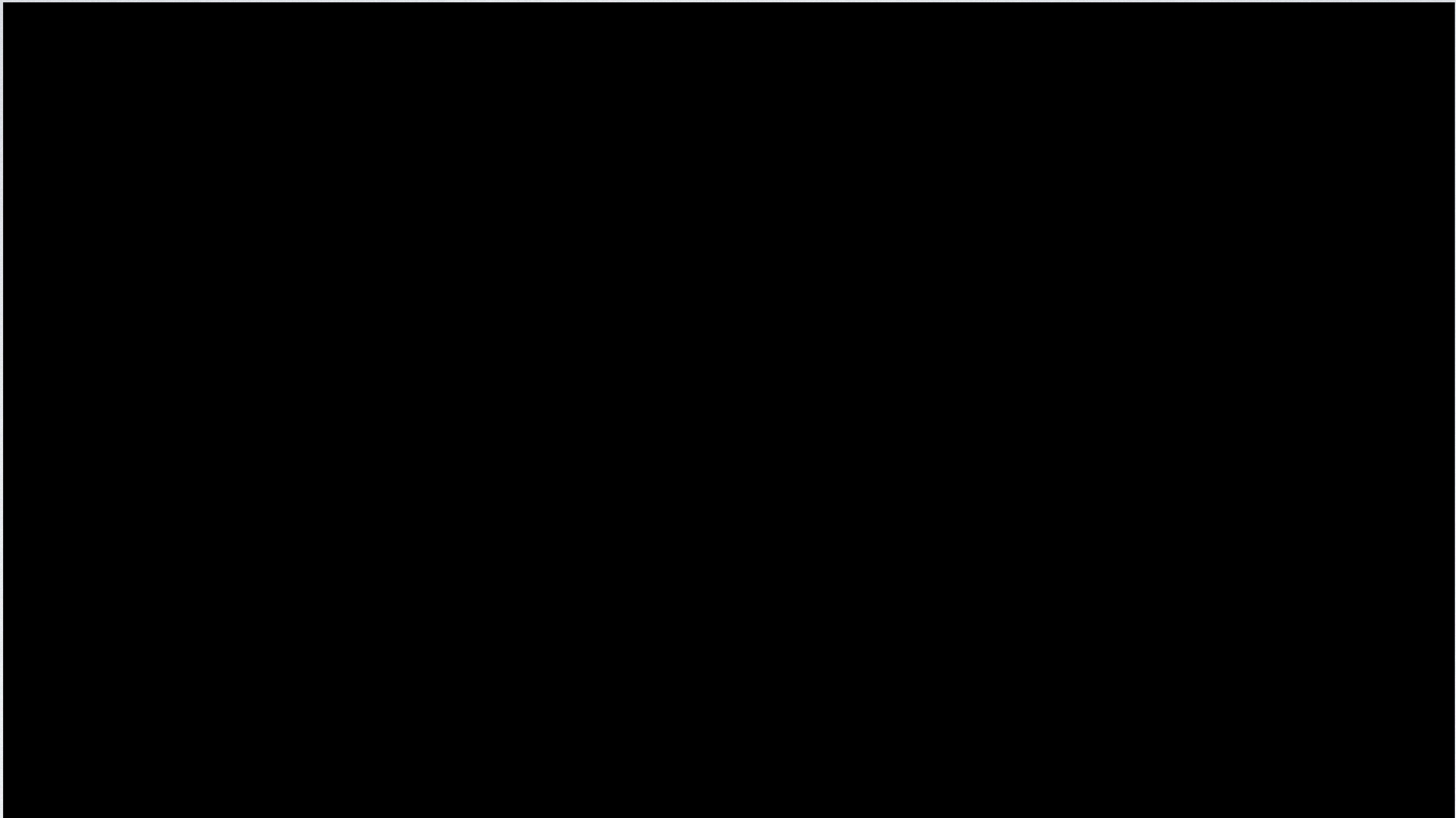
- Wedding Videography
- Church Events / Promotions
- Chino Cable News



FUN STUFF

- Staff Dubsmash
- Staff Basketball vs. Power 109
- Dances
- Rallies
- Husky of the Month
- *Hall Monitors*

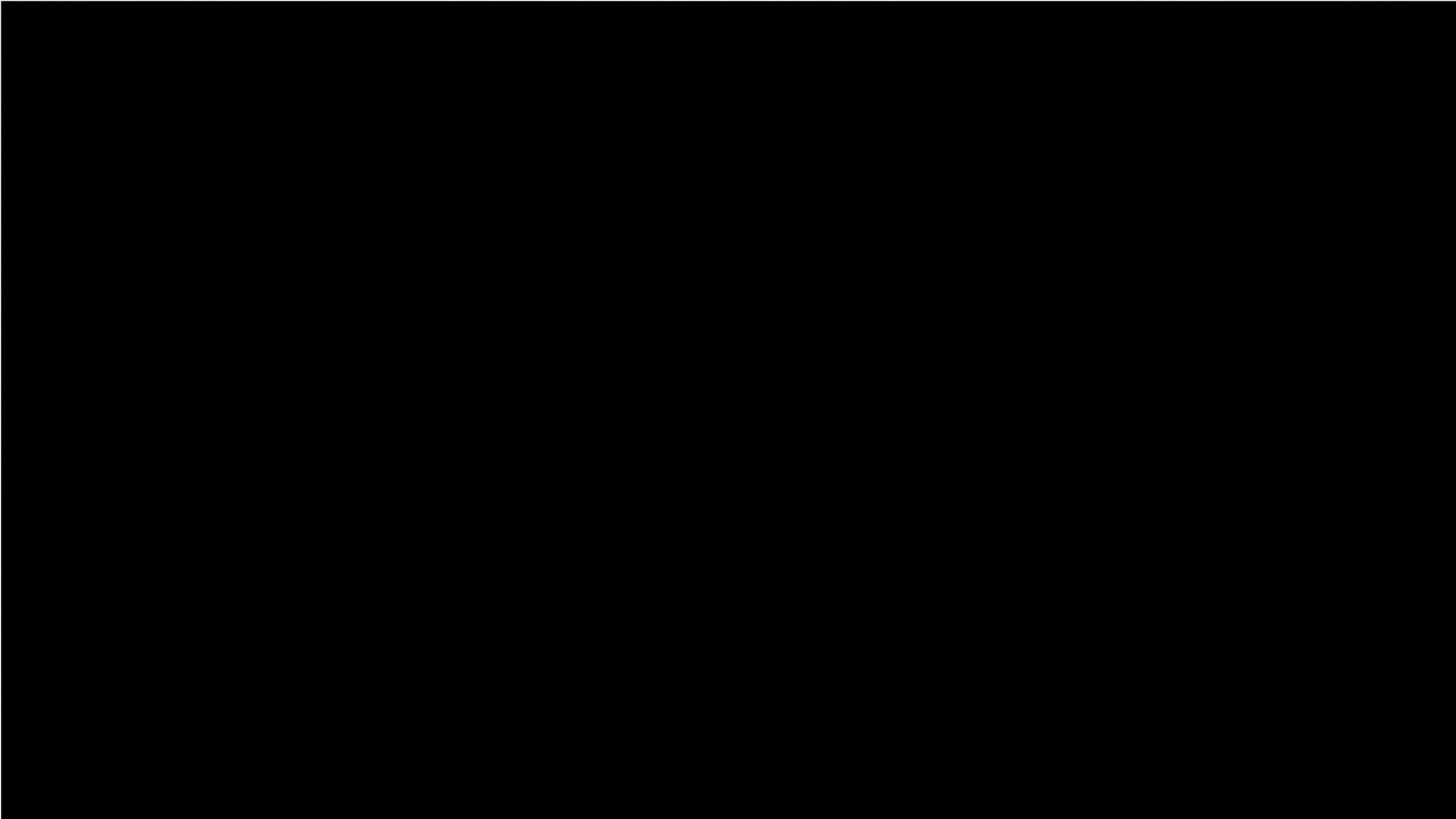




TUTORING

Mockumentary miniseries inspired by *The Office* and *Parks and Recreation*





FRESHMEN ORIENTATION

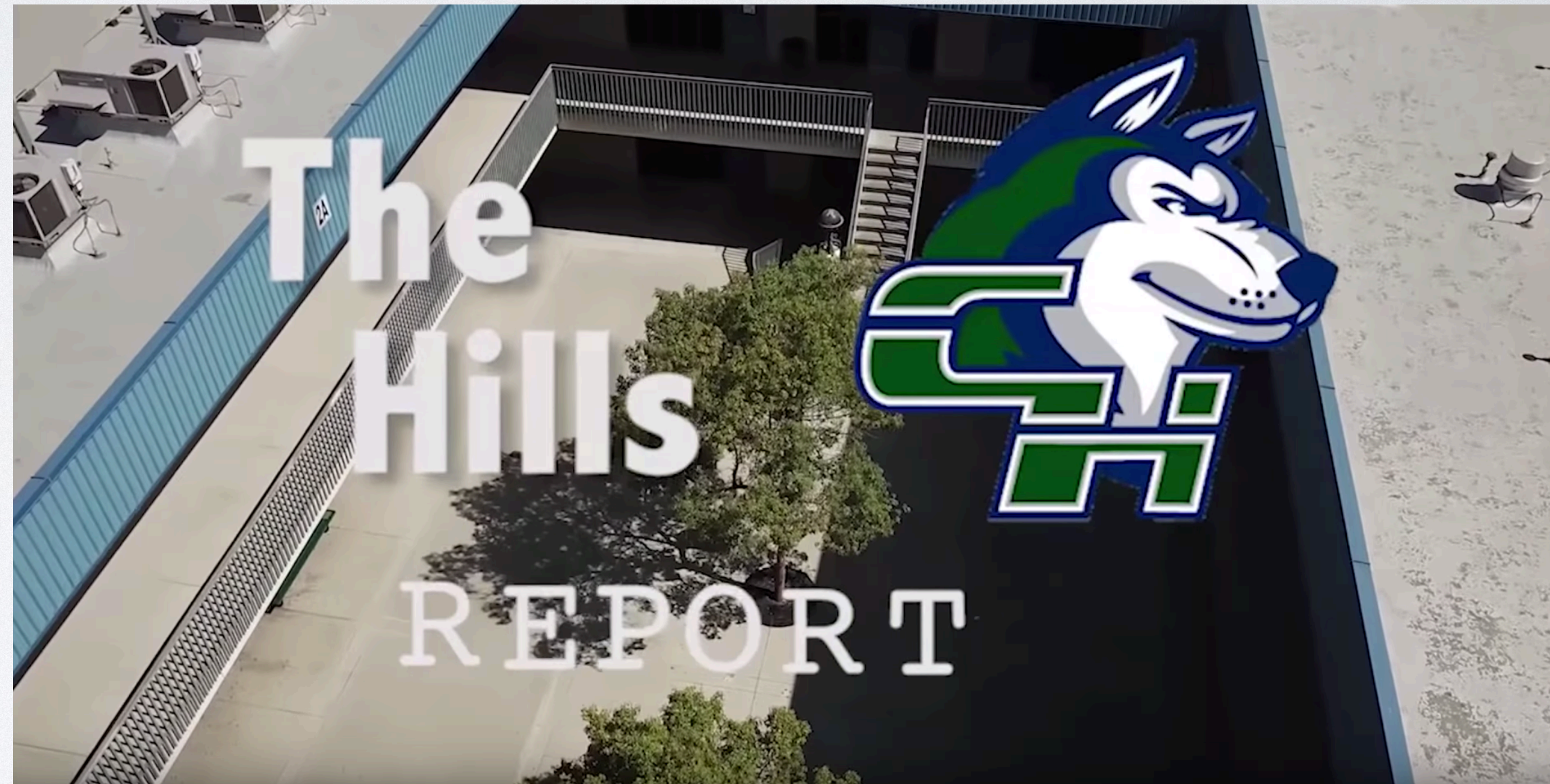
Welcome to Chino Hills High School



THE HILLS REPORT

Monday and Wednesday Broadcast

- Not every day since announcements can get repetitive
- Filmed the day before (Tuesdays and Fridays, edited over night/weekend)
- Routine and systematic so production and post are simple
- Team members either edit, film, run teleprompter, create titles, or gather sports scores and upcoming schedules



THE HILLS REPORT

Wednesday, February 27, 2019



TIPS & TRICKS

- Get as many people involved as possible
- Allow for student voice
- Get input and ideas from ANYwhere
- Be aware of copyright and child privacy laws



BUILD YOUR PROGRAM GET KIDS INVOLVED

- Creative liberty / OWNERSHIP
- Perkins Grant
- Other fundraising options / community support
- Start with a small group of talented, committed kids
- Set high expectations



GET ADMIN SUPPORT

- Create content intended to make *them* and *the school* look **good**.
- Earn their trust - don't give them a reason not to trust you
 - Filming on roof/anywhere dangerous: OSHA Certification
 - Have them screen content you're not sure is school YouTube channel appropriate
- Do the hard / time-consuming work for them
- Treat them like celebrities (SOMEtimes...)





THANK YOU!

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