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
...AND THEN ADMINISTRATION STARTED ASKING

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