



Using Smartphone Video and A.I Tools to Create Clear, Compelling Crisis Communications



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Today's GOAL



- **INSPIRE** you to create compelling video content
- **EQUIP** you with new skills, apps, approaches
- **BUILD** your confidence in your video abilities



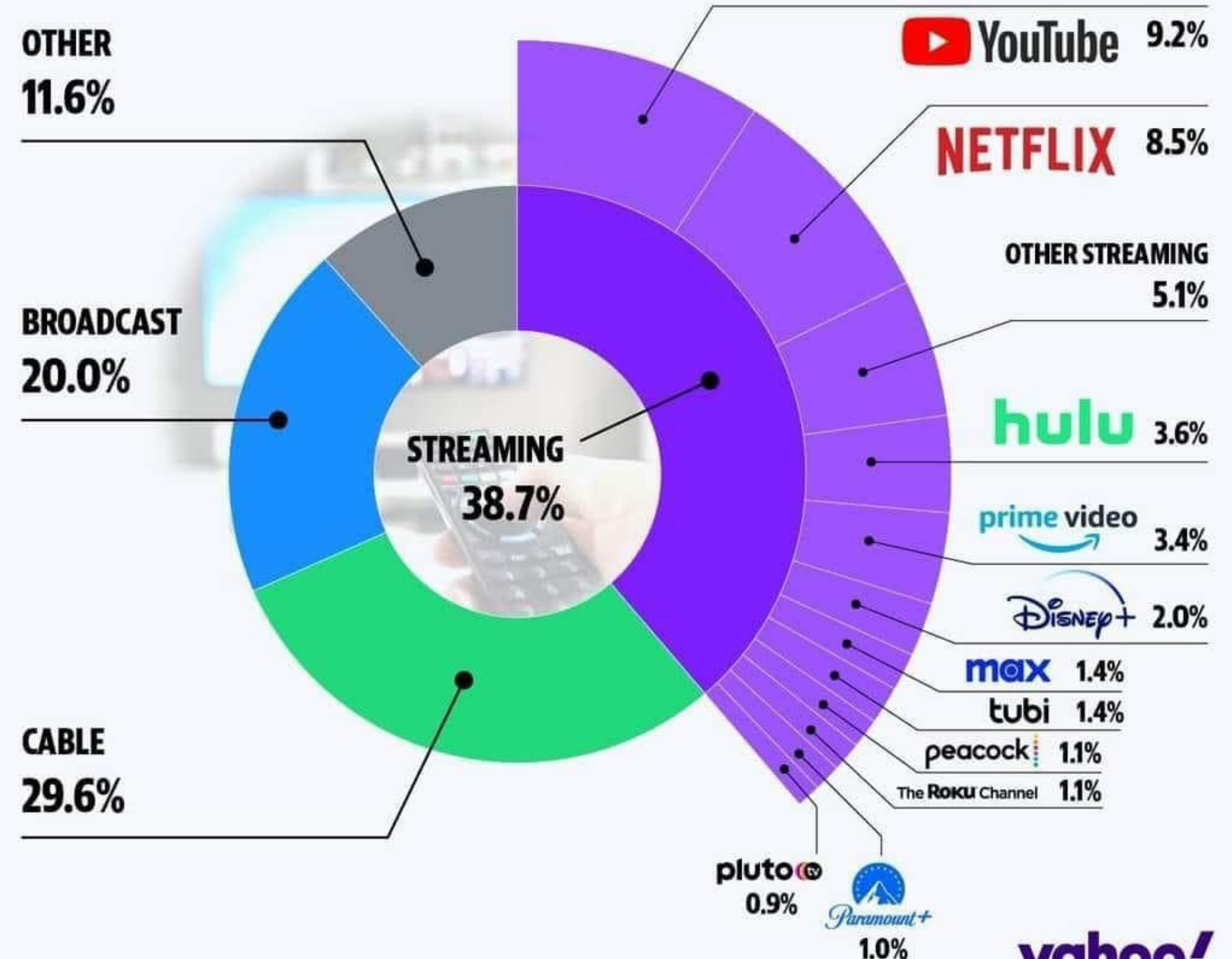
You NEED To Make Your Own Content



- You can't rely solely on the media to get your message out
- Broadcast station viewership is at an historic low

TRADITIONAL TV VIEWERSHIP HITS NEW RECORD LOW

Total TV and Streaming Snapshot, July 2023



SOURCE: NIELSEN • PHOTO: GETTY IMAGES • DATA AS OF JULY 2023

Our Smartphones Are Amazing Video Cameras!

- **Can shoot HD and 4K video**
- **Can shoot slow motion video**
- **Can record excellent audio**
- **Let you zoom in or go wide**
- **Let you add accessories for better results**



Camera Settings That Look Better



- **Record video at 1080p 60 FPS instead of 30 fps**
- **Shoot in Cinematic mode if you want blurred background look**
- **Use the 0.5x camera lens in tight areas (if your phone has that awesome third lens)**

Know Your Platform

- In most cases, you will want to shoot horizontal (16:9)



- For Instagram/Facebook Reels, Posts and Stories, shoot vertically



Video Apps



- You can shoot with your phone's Camera app.
- Or try the free Blackmagic Design camera app.



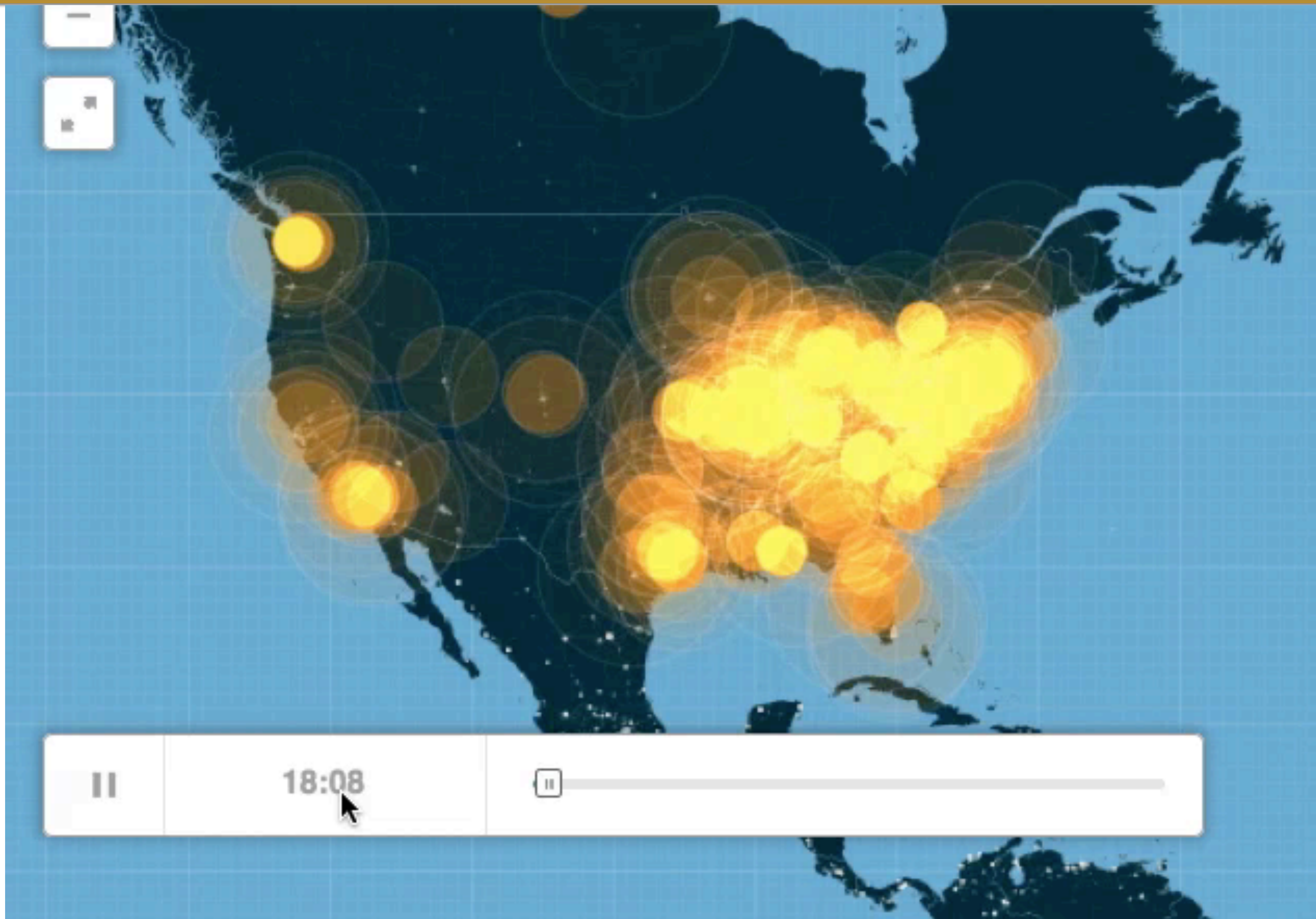


Video In a Crisis

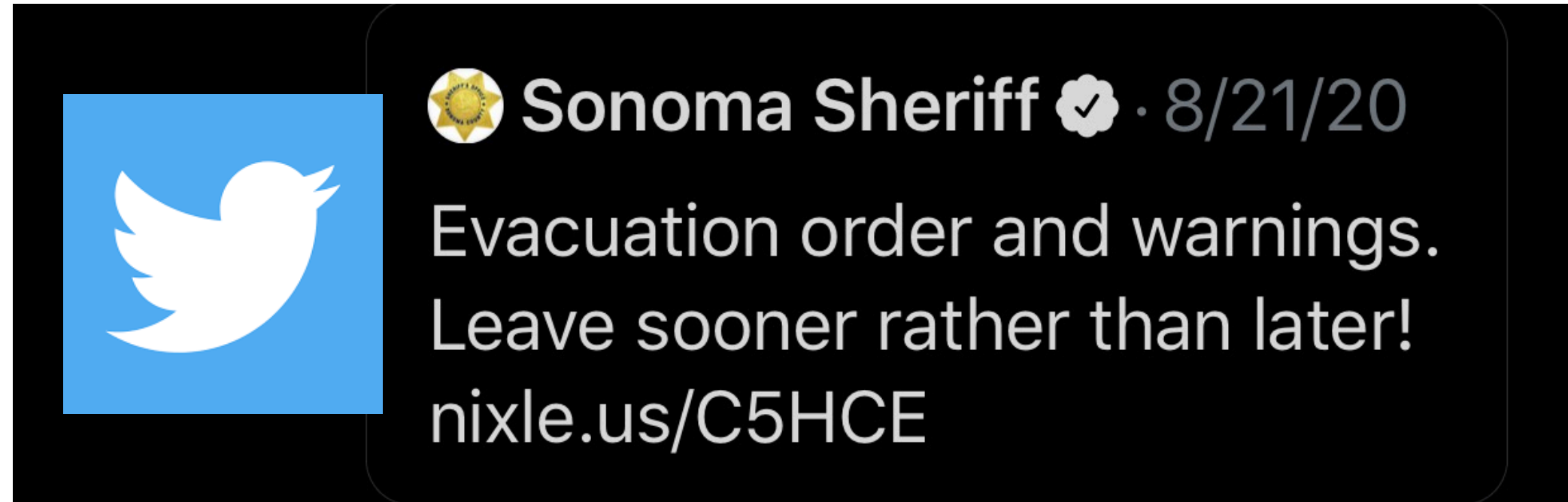


- **Being timely, relevant, and establishing your authority as the go-to source for reliable information in a crisis**
- **If you're not there, someone else will fill the void**

How Fast Your Incident Can Go Global



More Than a Tweet...



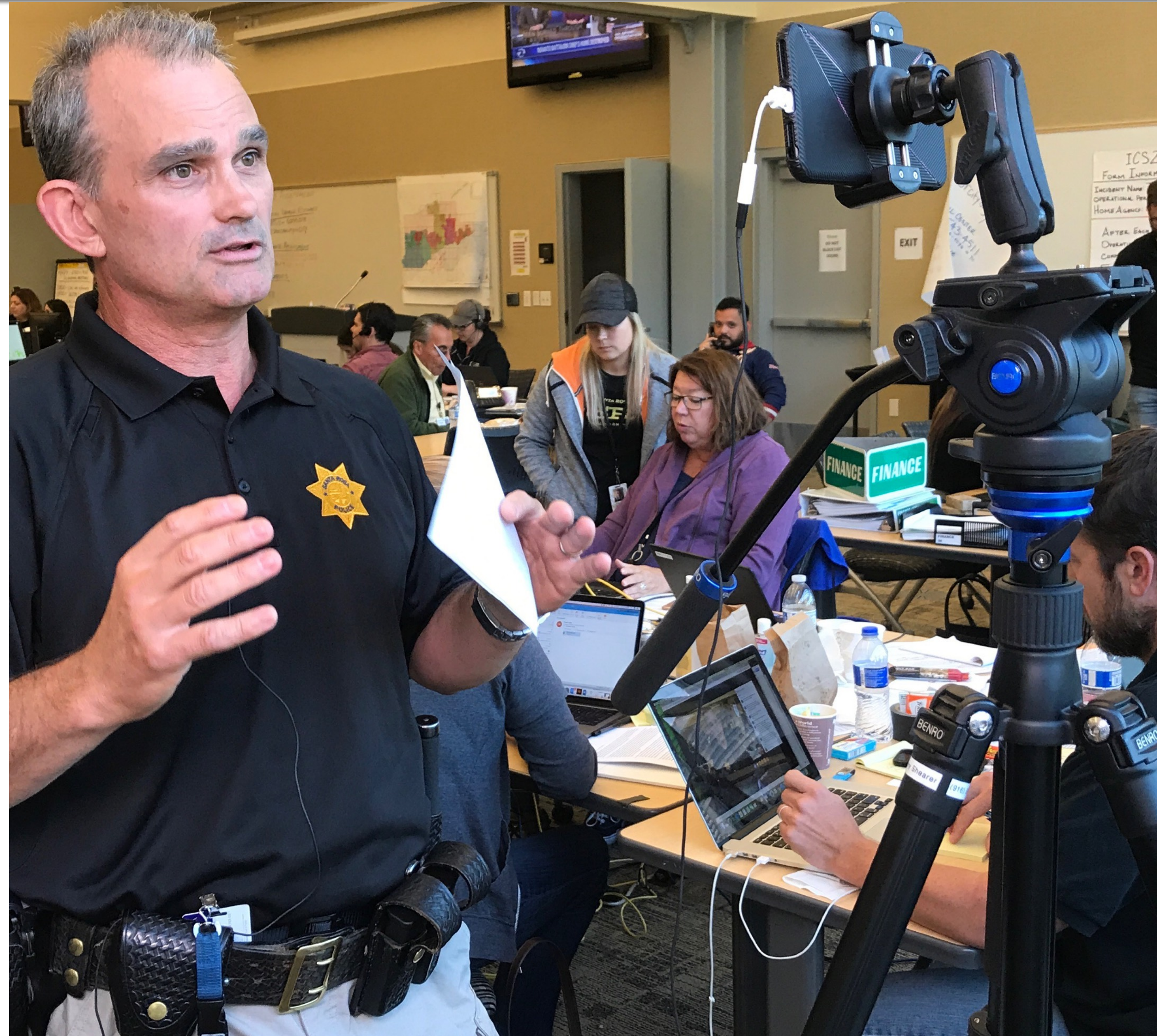
- **Terse tweets and text posts are NOT enough**
- **The public needs to know you are in it with them**



Video In a Crisis Builds Connection



- **Video helps you make a HUMAN connection and build trust**
- **It doesn't have to be perfect**
- **Perfect can actually be perceived as inauthentic**



Why Livestreaming Video?



- **It is immediate (just push the button)**
- **Your message is unfiltered by the media**

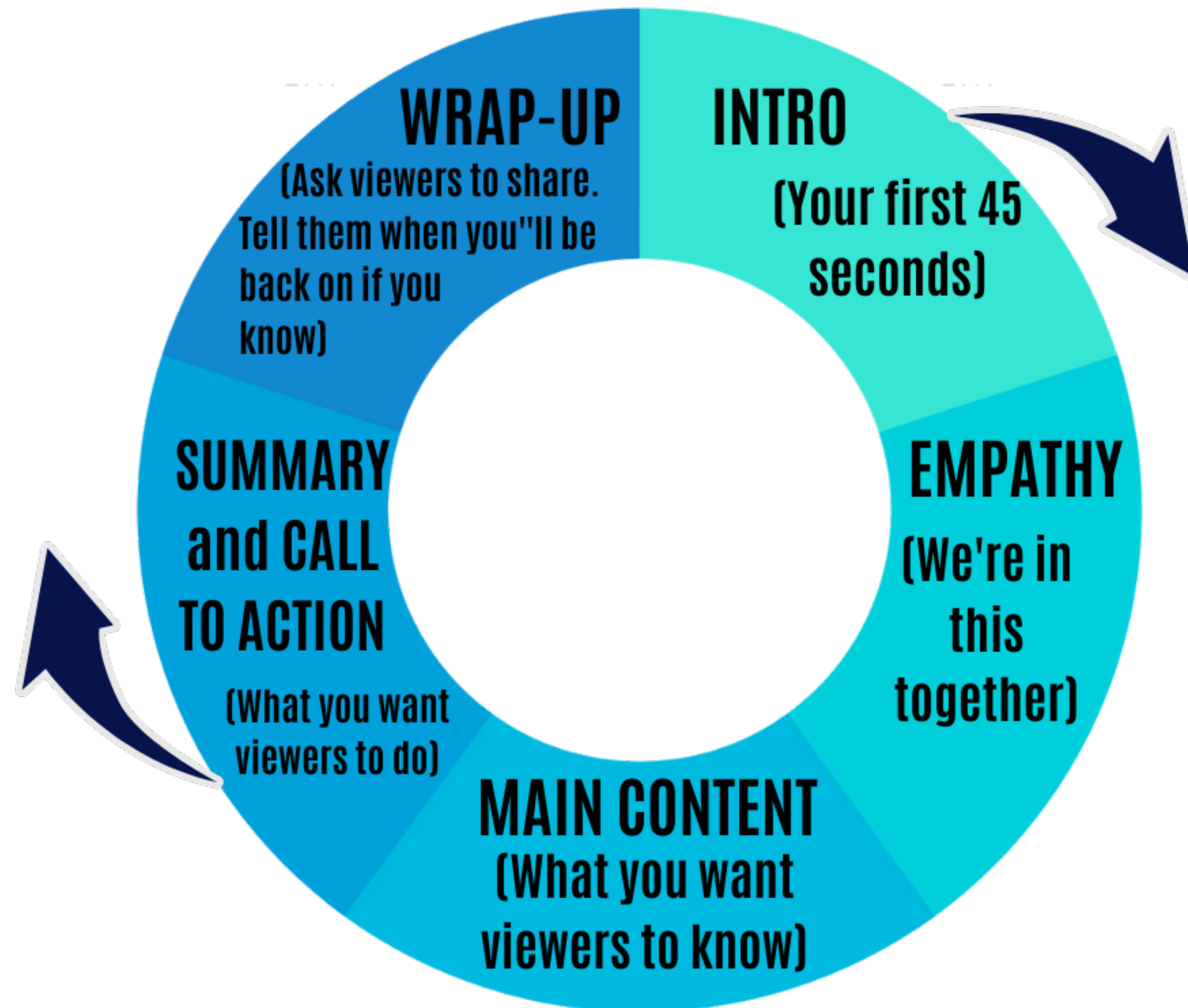
Using Video Effectively During a Crisis



- **Yes, livestream your major news briefings that may occur every 4 - 12 hours. But...**
- **ALSO use video to do frequent updates in between major news conferences**



Main Elements of an Effective Crisis Livestream



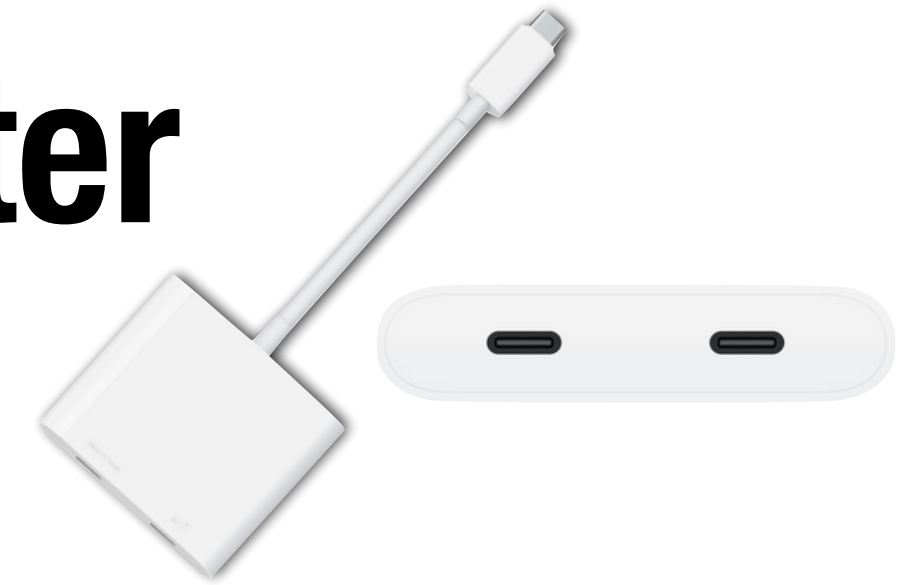
How To Set Up a Basic Video “Studio”



Set Up a Video Studio for Live or Recorded Videos



- **Smartphone with power & mic splitter**
- **Tripod with smartphone mount**
- **Smartphone mic (i.e. wired lavalier)**
- **Ring light or other LED lighting**
- **Branded backdrop (banner or HDTV monitor)**

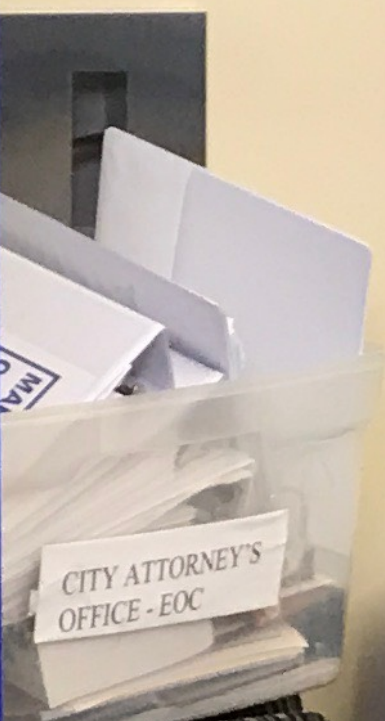
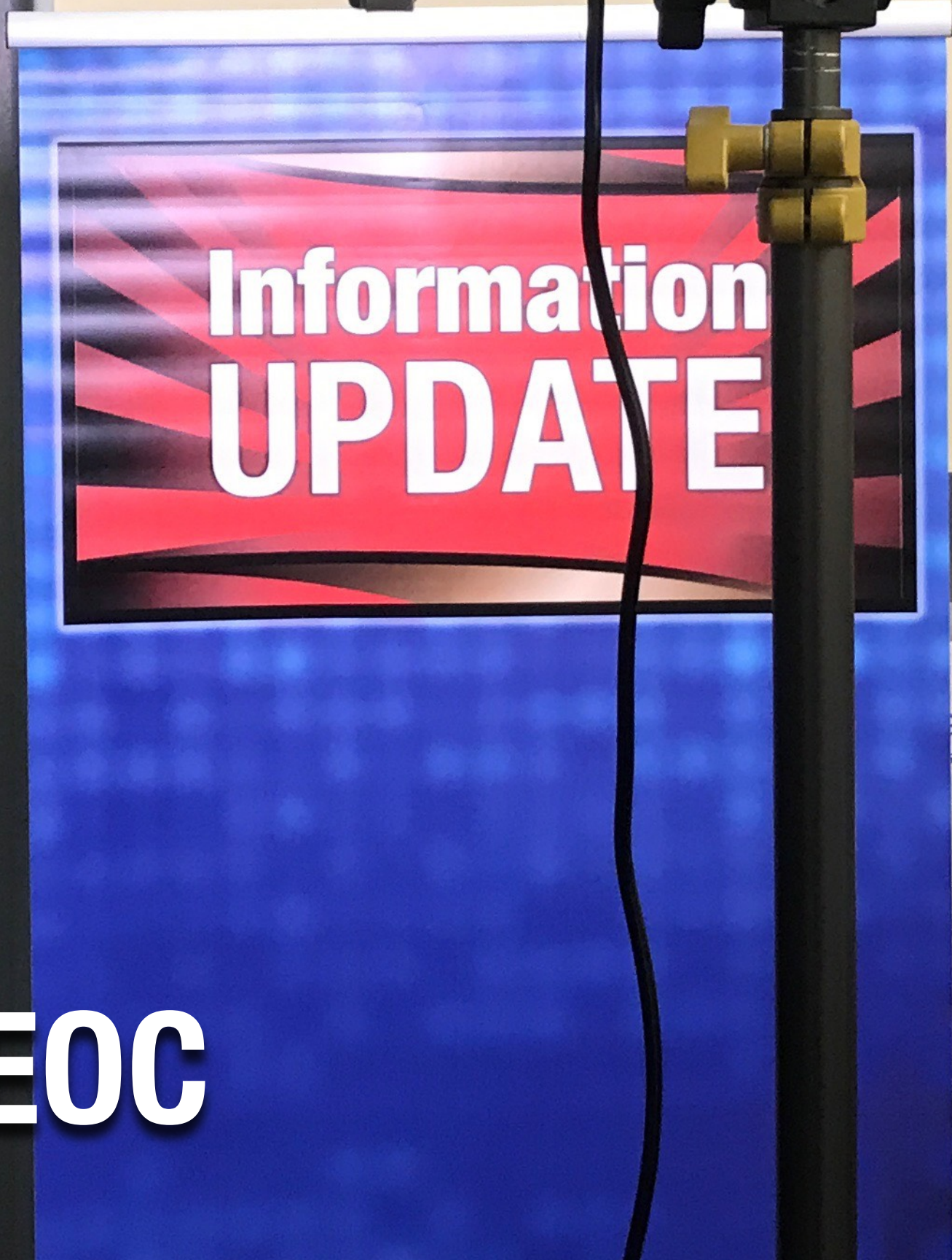
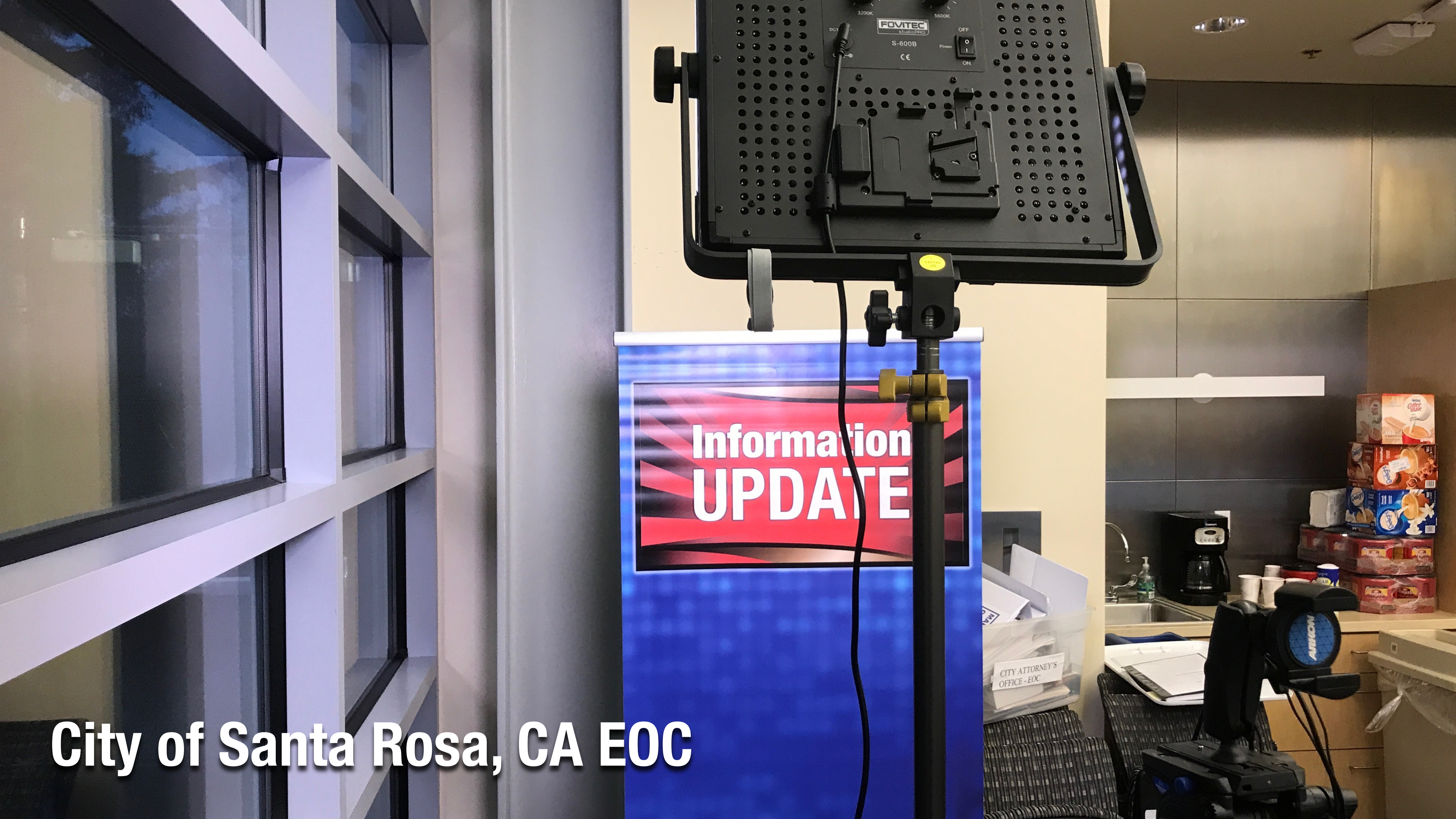


Set Up a Video Studio for Live or Recorded Videos



- **Pick a spot in the emergency coordination area where PIOs are working**
- **Set up your gear and branding graphics**
- **Check to make sure you have a strong cell signal and WiFi**





City of Santa Rosa, CA EOC



A Closer Look At The Gear

How Do You Use This Studio?



- **Do live updates on the crisis, which involves communicating approved information in a conversational way**
- **Produce recorded updates that are quickly edited and posted on social media. Pre-recording lets you easily incorporate graphics**



- **Go Live when: You have something urgent to announce; you want to talk about what's happening at the moment; or when you want to involve viewers via questions and comments**
- **Go Recorded when: The information is not as urgent; you're creating a "how-to" demo; or you want to insert photos, graphics or video clips**

Sonoma County/Santa Rosa Fires
City of Santa Rosa EOC

The PIO Team at Work





- **Went to the affected area with a police officer for a 2-hour tour to get short B-roll video clips of EVERYTHING**
- **Came back and loaded all those video clips onto a hard drive**
- **Used that video in many ways over 2 weeks to create engaging video content and updates**

Shoot SHORT Shots for B-Roll Footage



- Make most of your phone's storage space by shooting **INTENTIONALLY!**
- Make each shot 5-10 seconds
- Decide what you want to shoot **FIRST** before ever touching the Record button!



How to Hold Your Phone (with no tripod)



- **Many people tend to rock around or go back and forth with the shot. This does not produce good video!**
- **At first just hold steady. Then, the next step is to learn how to pan so you can follow the action**

How to Pan left and right (with no tripod)



- **Keep holding the phone with two hands like before**
- **To pan left or right, do not move just your arms. Instead, twist at the waist. This turns your whole body into a tripod!**

Santa Rosa Wildfire Video Examples

Voluntary Evacuation Advisory



**Information
UPDATE**



FIRE
COMM. SECTION

Santa Rosa Wildfire Video Examples

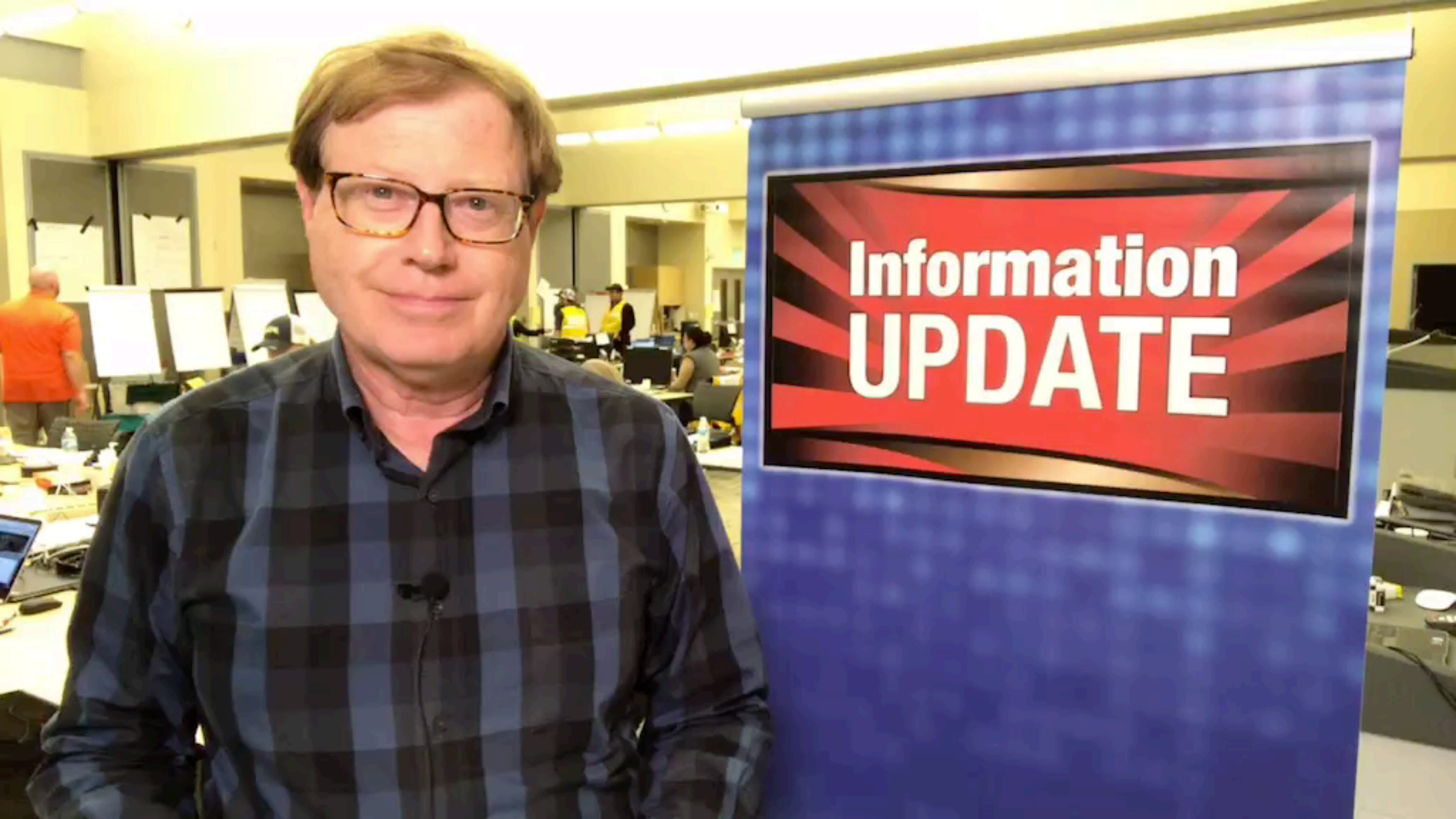
Afternoon Update



Information UPDATE

Santa Rosa Wildfire Livestream Examples

**Fountaingrove Neighborhood
Reopens Tomorrow**



**Information
UPDATE**

Santa Rosa Wildfire
Canva slide-only Example

Reentry Considerations

Considerations That Go Into Deciding When to Allow Reentry



Video Gets Results



**STILL STRONG
Santa Rosa**

City of Santa Rosa,
California
@cityofsantarosa

- Home
- About
- Photos
- Reviews
- Videos
- Posts
- Events
- Services
- Groups


Liked Following Share

City of Santa Rosa, California
Published by Kerry Shearer [?] · October 11 at 10:30pm ·

Here's the video version of tonight's new Advisory Evacuation Area

The City of Santa Rosa is issuing an ADVISORY evacuation area for northeast Santa Rosa. This is a VOLUNTARY evacuation as the fire is not an imminent threat, but the conditions may change quickly. Please monitor the weather and stay alert.

The advisory evacuation area spans from:... [See More](#)



Evacuation Area. This is for northeast Santa Rosa.

125,273 people reached [Boost Unavailable](#)

- Evac advisory
- Oct. 11, 10:30 p.m.
- Recorded
- 125,000 reach
- 58,000 views





AI Video Tools That Will Blow Your Mind


InVideo AI creates entire videos with the most minimal text input.

It also allows you to clone your voice, so you don't even have to create or read a script.

Voices

 Add Voice

Voice 1:  
PodcastHost's voice



28 days ago



Settings:

1. Use my voice Voice 1 - PodcastHost's voice

Create a video that talks about the importance of emergency communicators using smartphone video to create updates and advisories to keep the public safe during a major disaster.

236/3600

[Generate a video](#) 





INPUT:

Write me a 1-minute video script that covers the things someone should do after a large earthquake hits.

This script will be read by an emergency public information officer working at the emergency operations center.

ChatGPT 60-second Post-Earthquake Tips Script



Following a large earthquake, it's crucial to take immediate actions to ensure safety and recovery. Here are the steps you should follow:

First, check yourself and others for injuries. Administer first aid if necessary.

Second, assess your surroundings for hazards like gas leaks, downed power lines, or structural damage. If it's safe to do so, turn off utilities.

Third, listen to a battery-powered radio or emergency alert system for updates and instructions from authorities.

Fourth, if you're indoors and it's safe, stay indoors unless there's a fire or other immediate danger. If you're outside, find an open space away from buildings, trees, and power lines.

Fifth, only use your phone for emergency calls to keep lines clear for rescue operations.

Sixth, be prepared for aftershocks. Drop, cover, and hold on during each aftershock to protect yourself.

Seventh, if you're trapped, try to signal for help by making noise or using a flashlight.

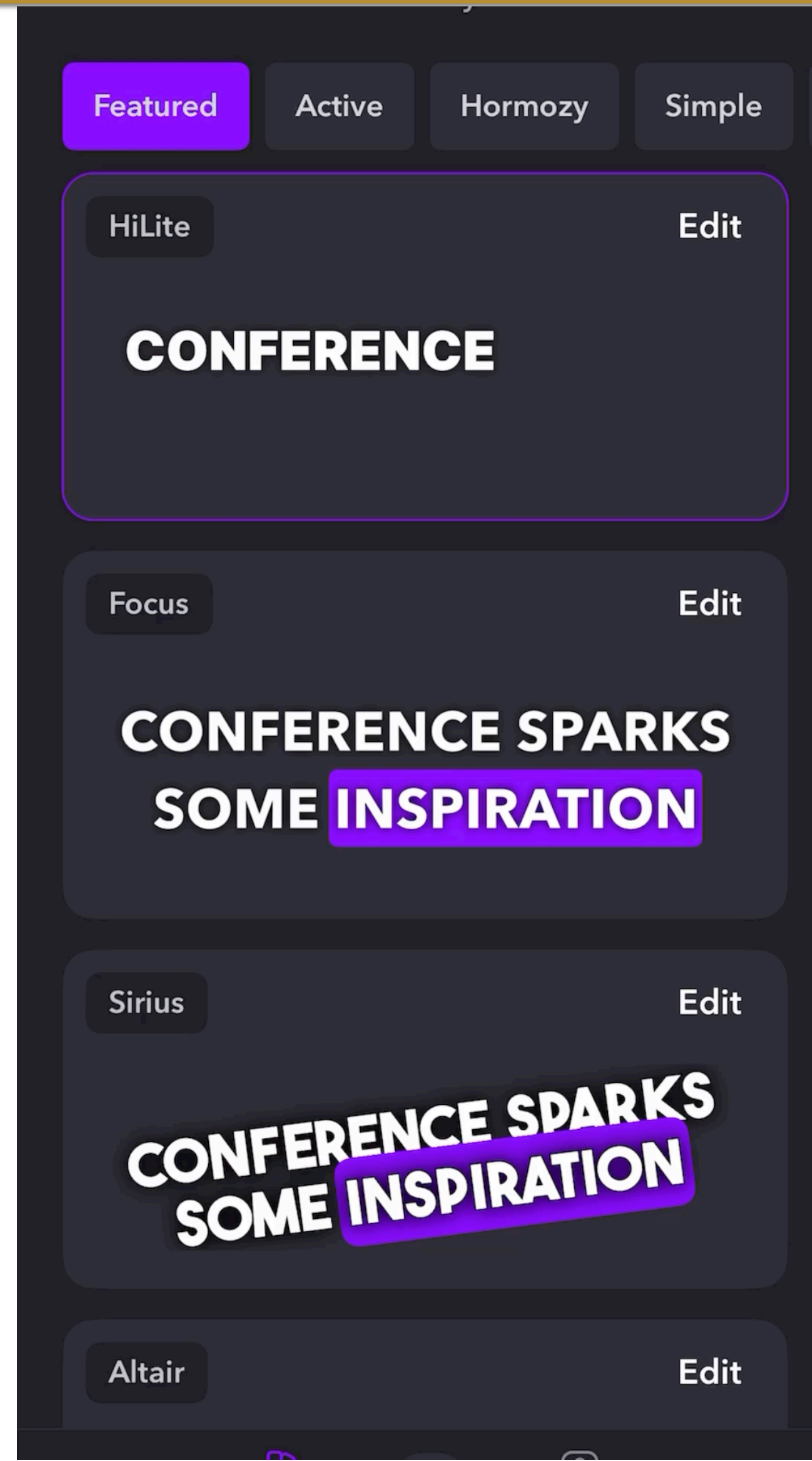
Finally, cooperate with emergency responders and follow their instructions.

Remember, staying calm and taking these steps can save lives. Together, we'll get through this.

Captions App



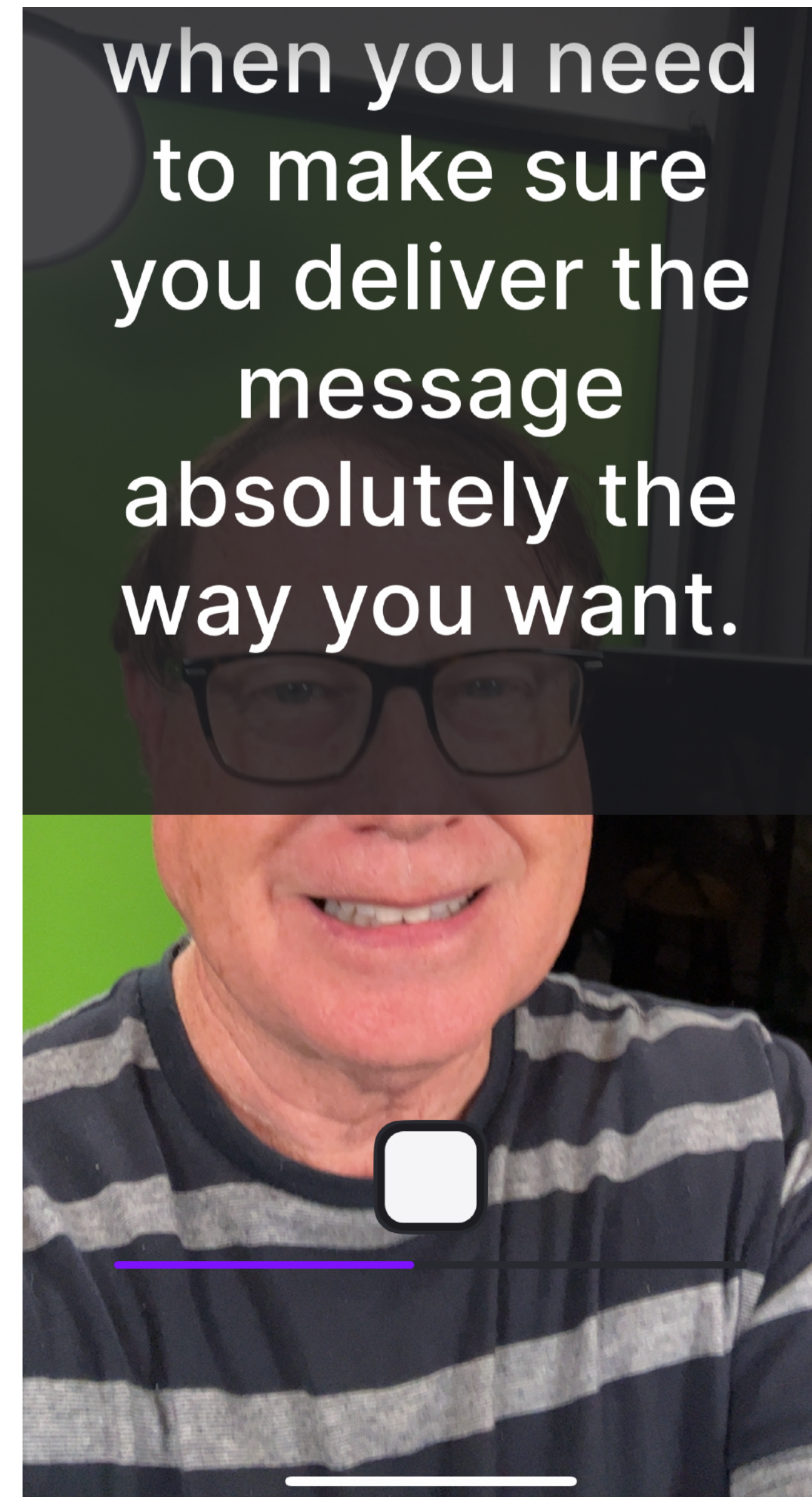
- The app has many format style options for captioning your completed video.



Captions App



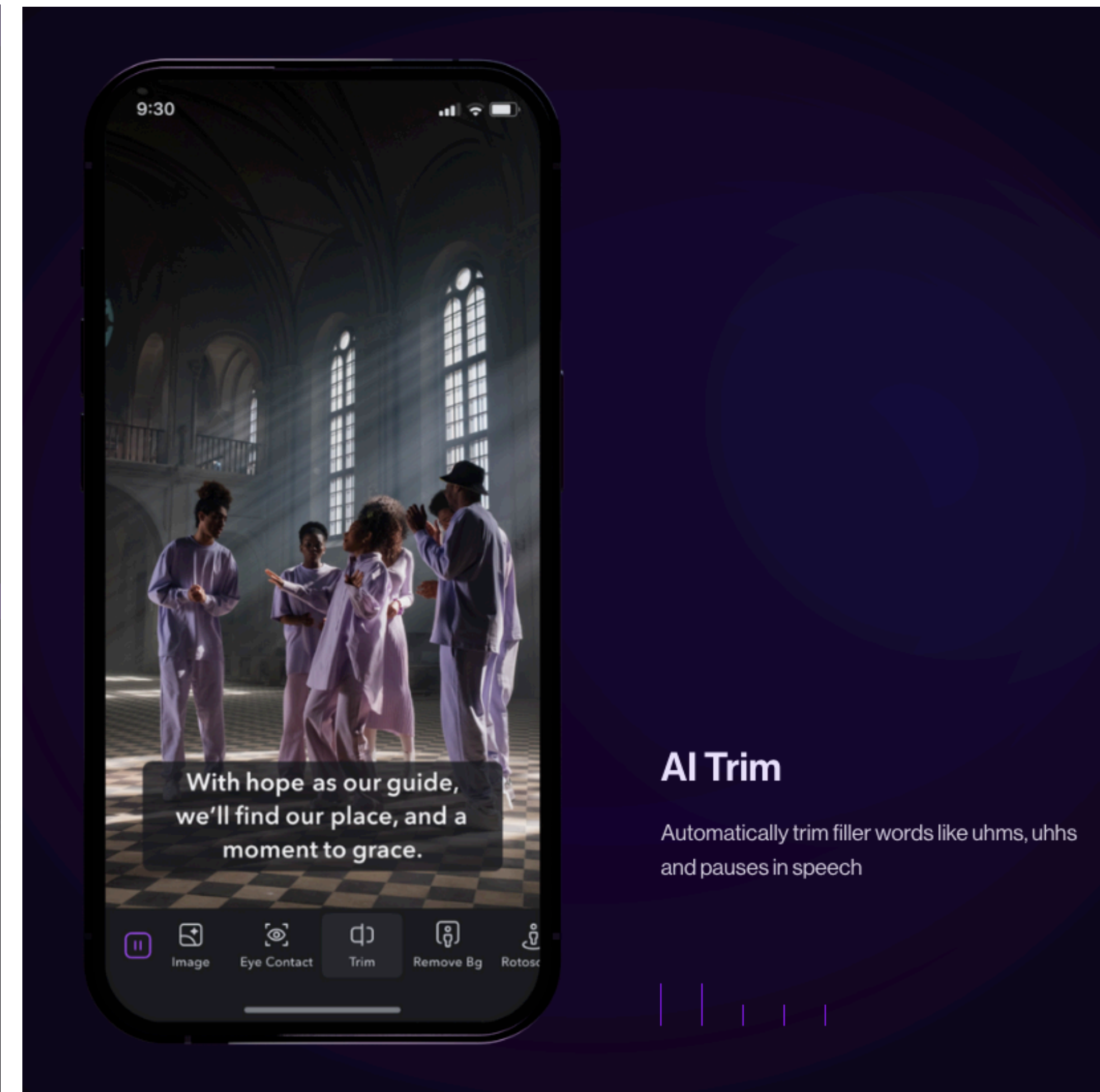
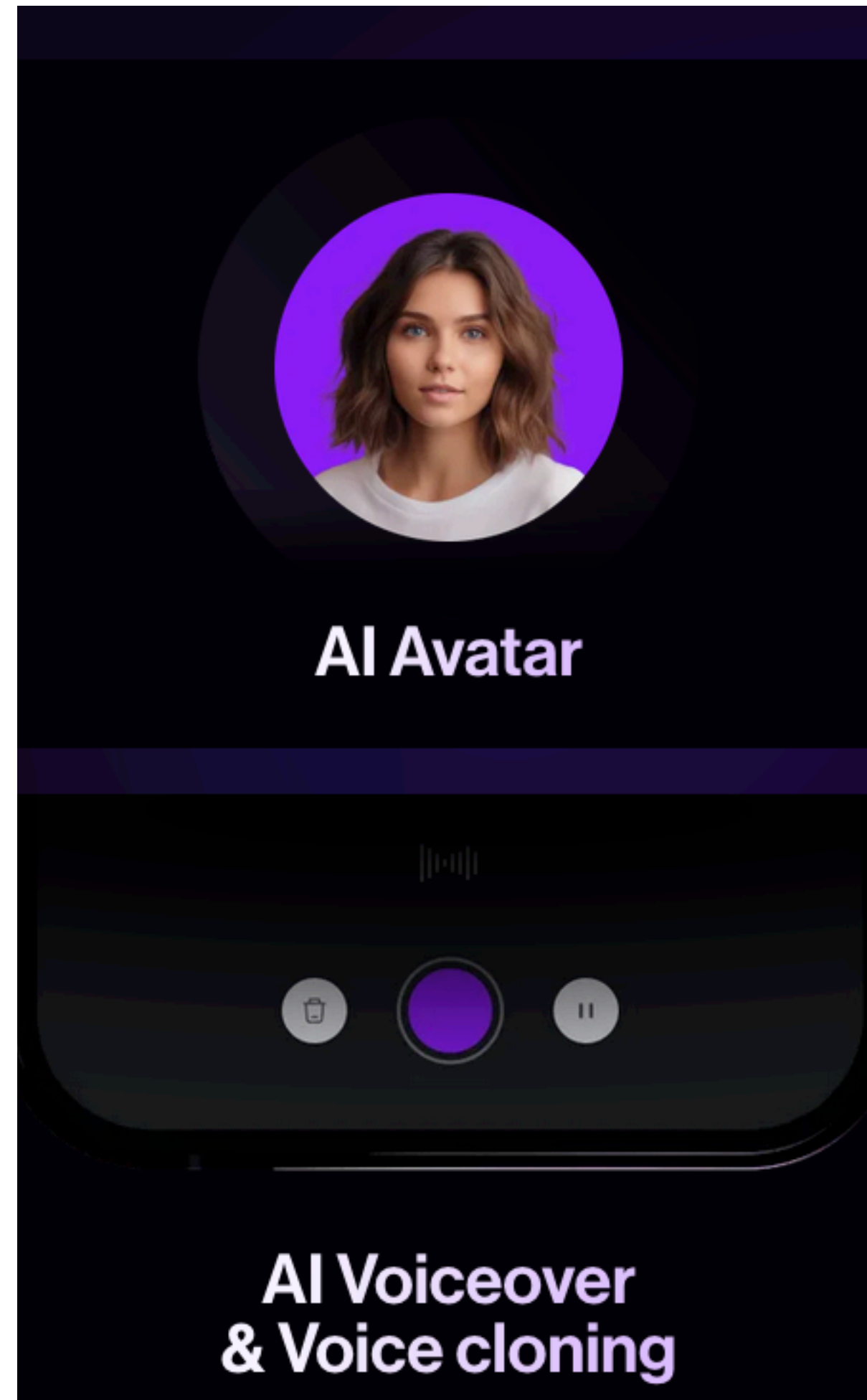
- **Captions has a teleprompter app.**



Captions App



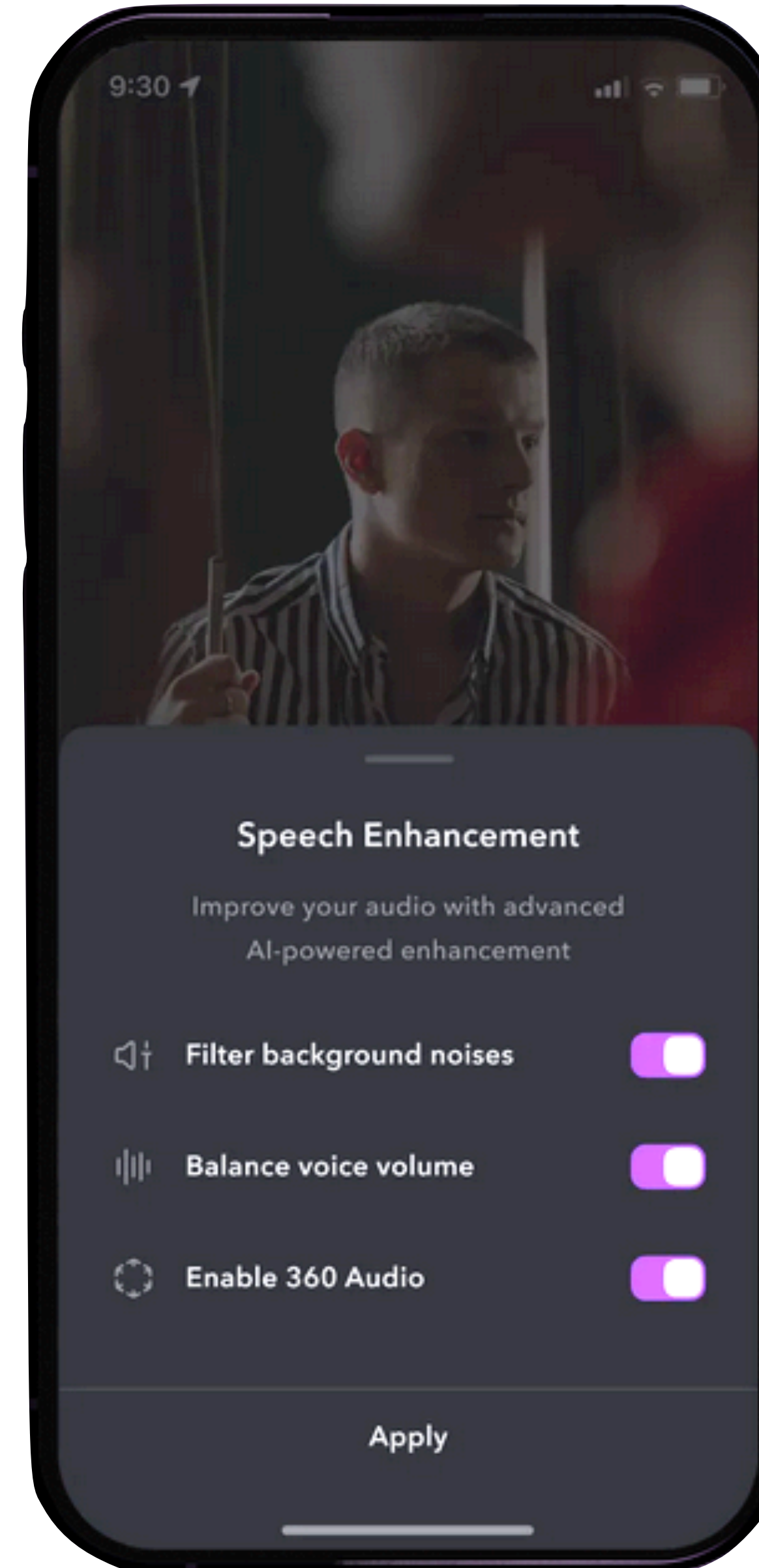
- AI Voiceover and voice cloning
- AI trim to eliminate filler words and pauses in speech



Captions App



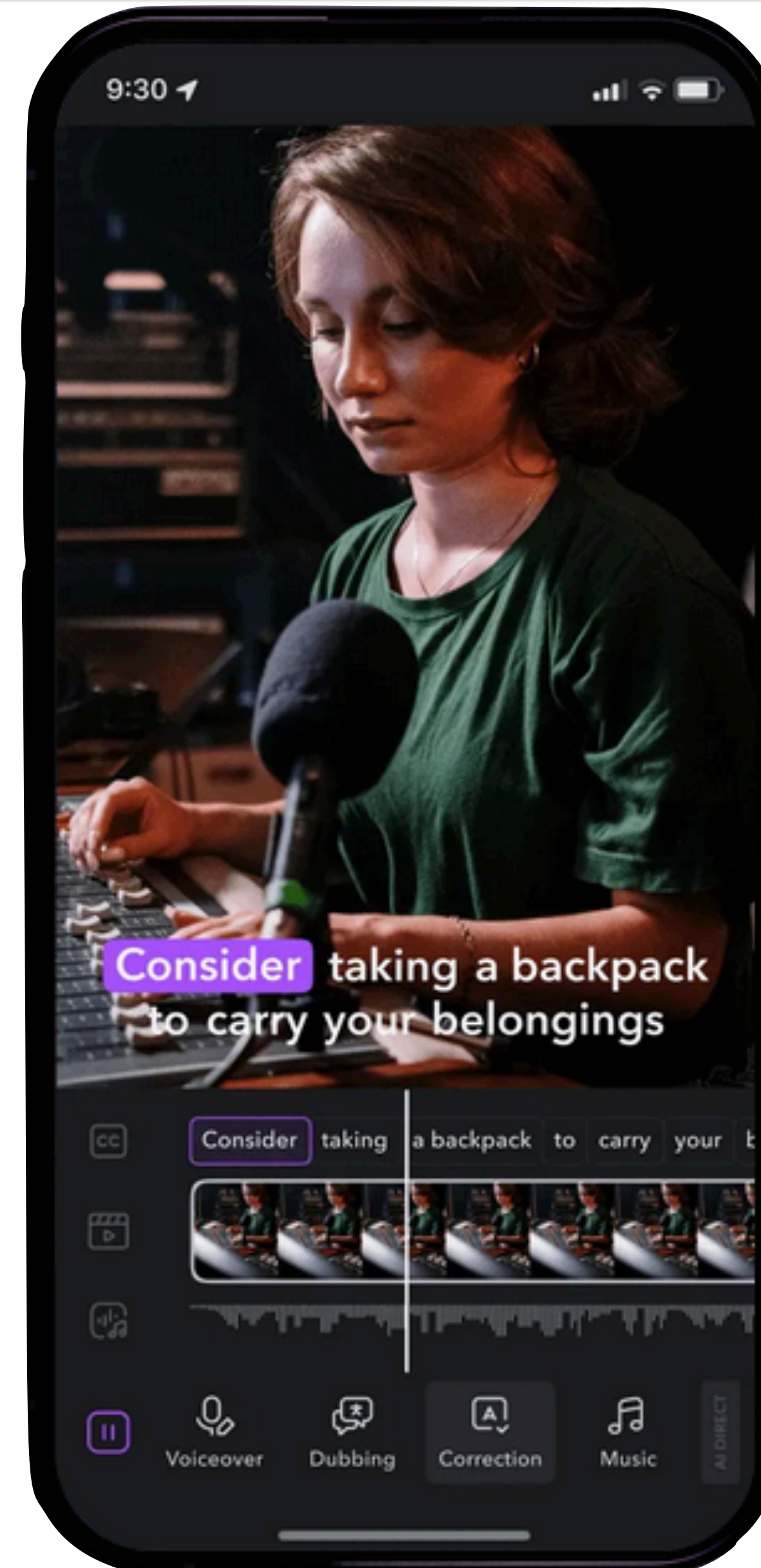
- **AI Enhance Speech to remove background noise and make speech sound better**



Captions App



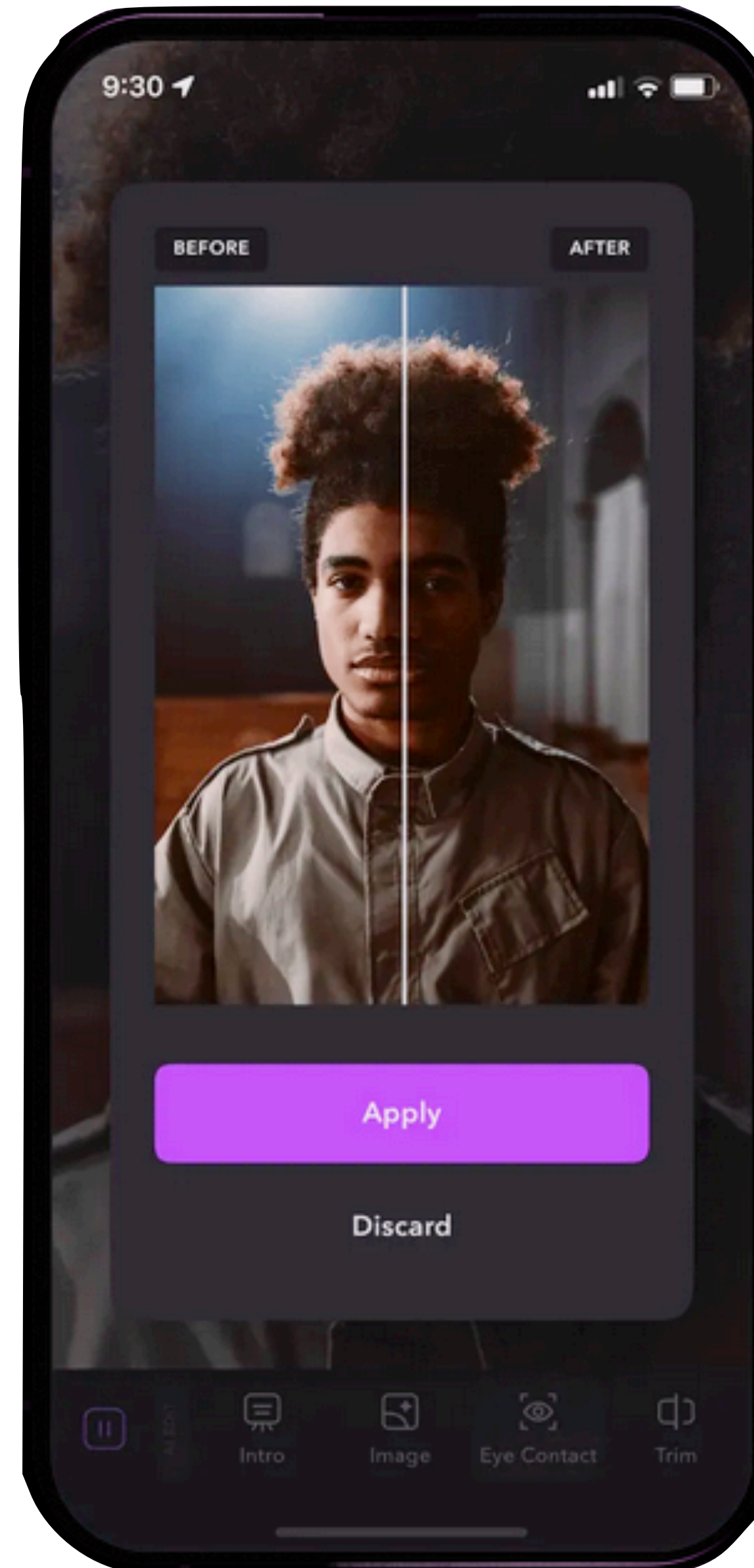
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Captions App



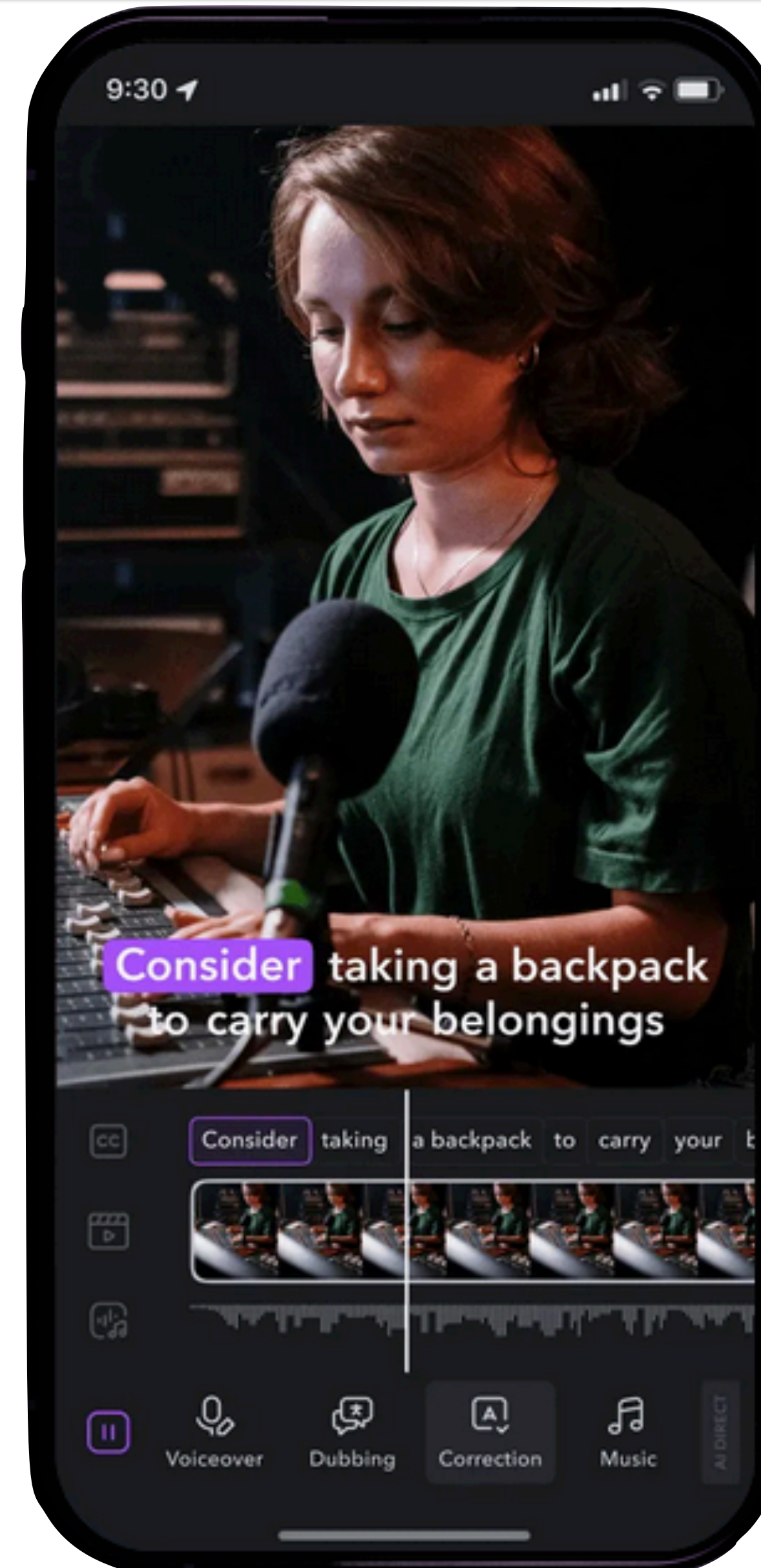
- **AI Eye Contact corrects eye contact so the presenter is looking at the camera lens (even if they weren't!)**



Captions App



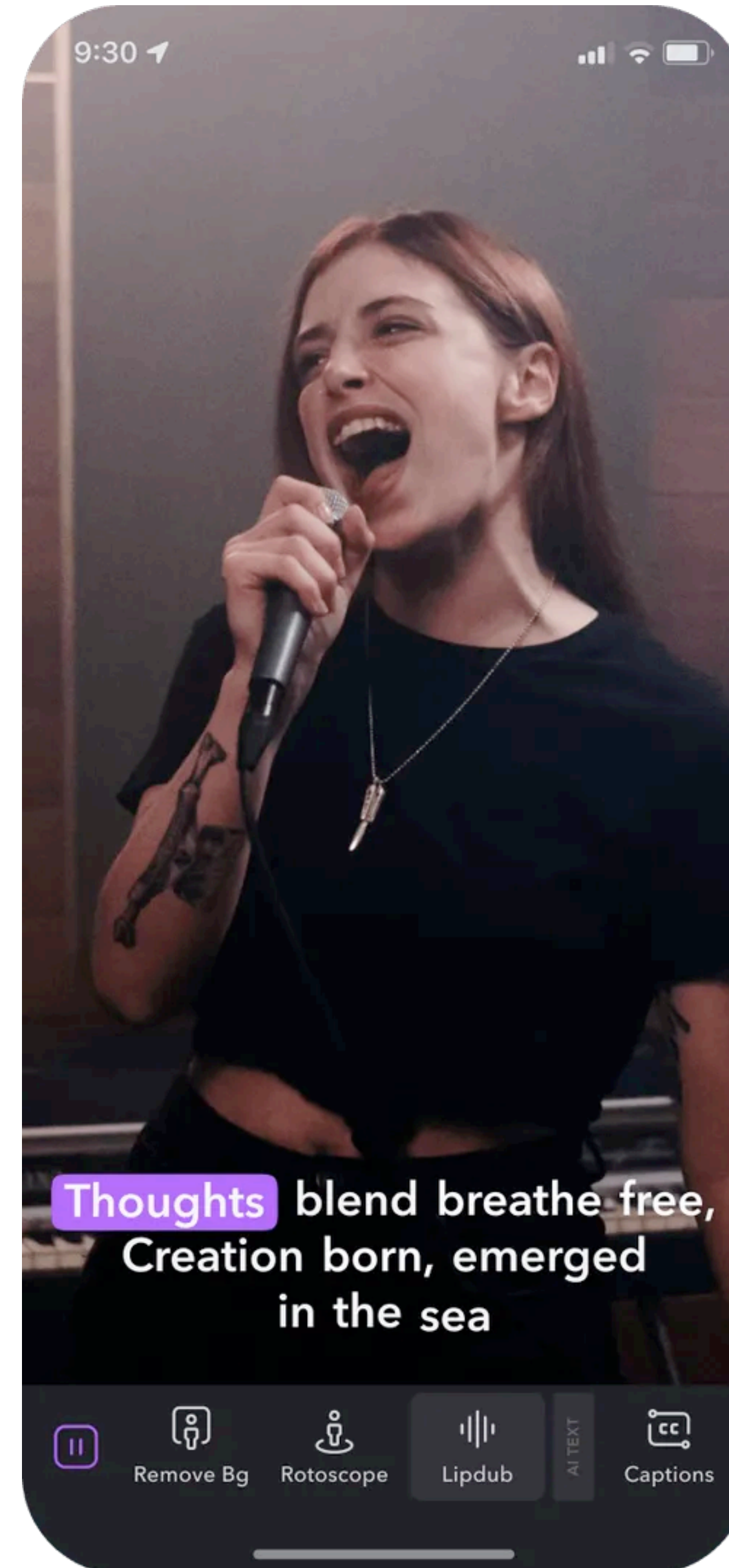
- **AI Speech Correction will correct any mistakes in your recorded speech with one tap**



Captions App



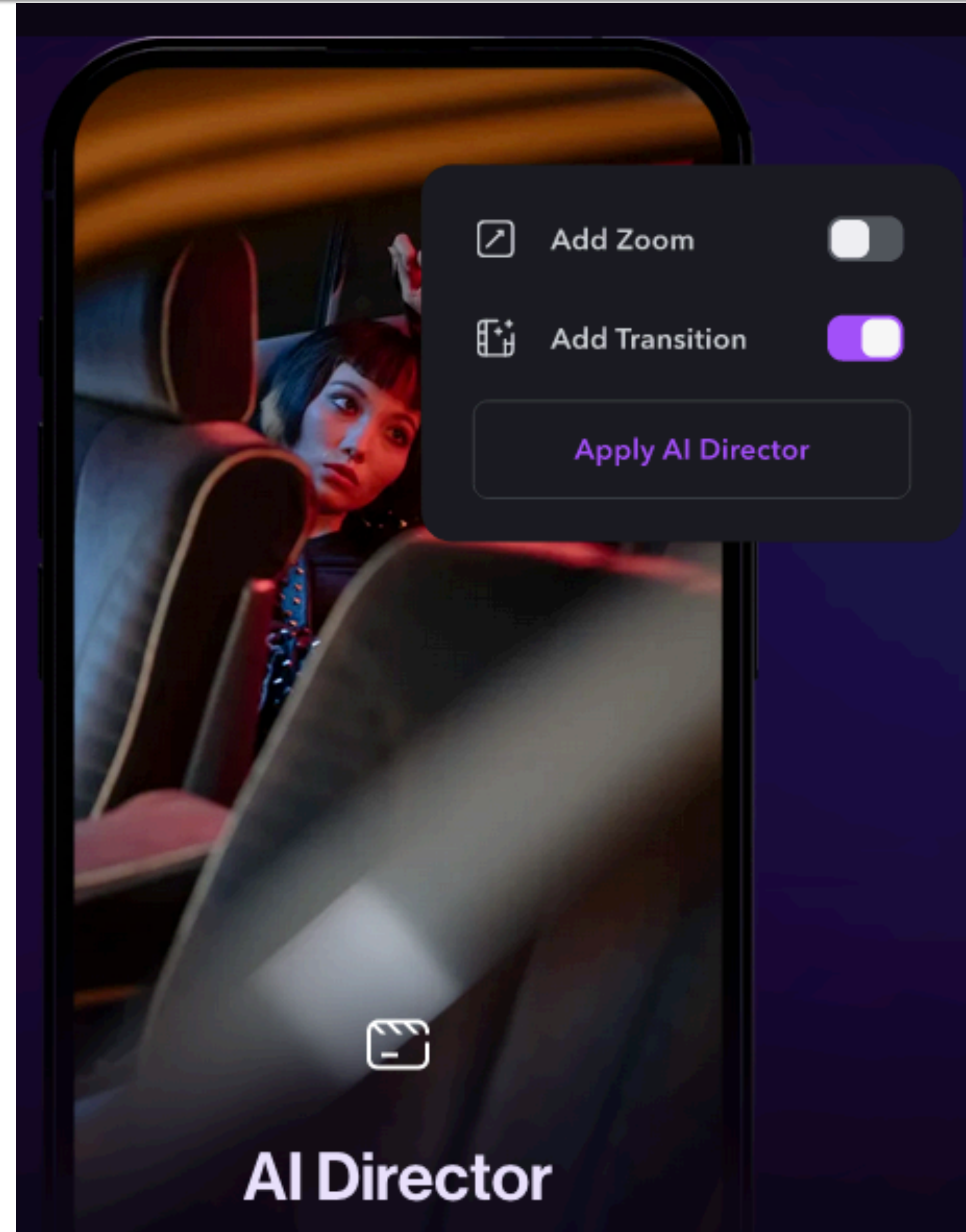
- AI Lipdub changes lip movements in post-production to match edits in the content of your speech



Captions App



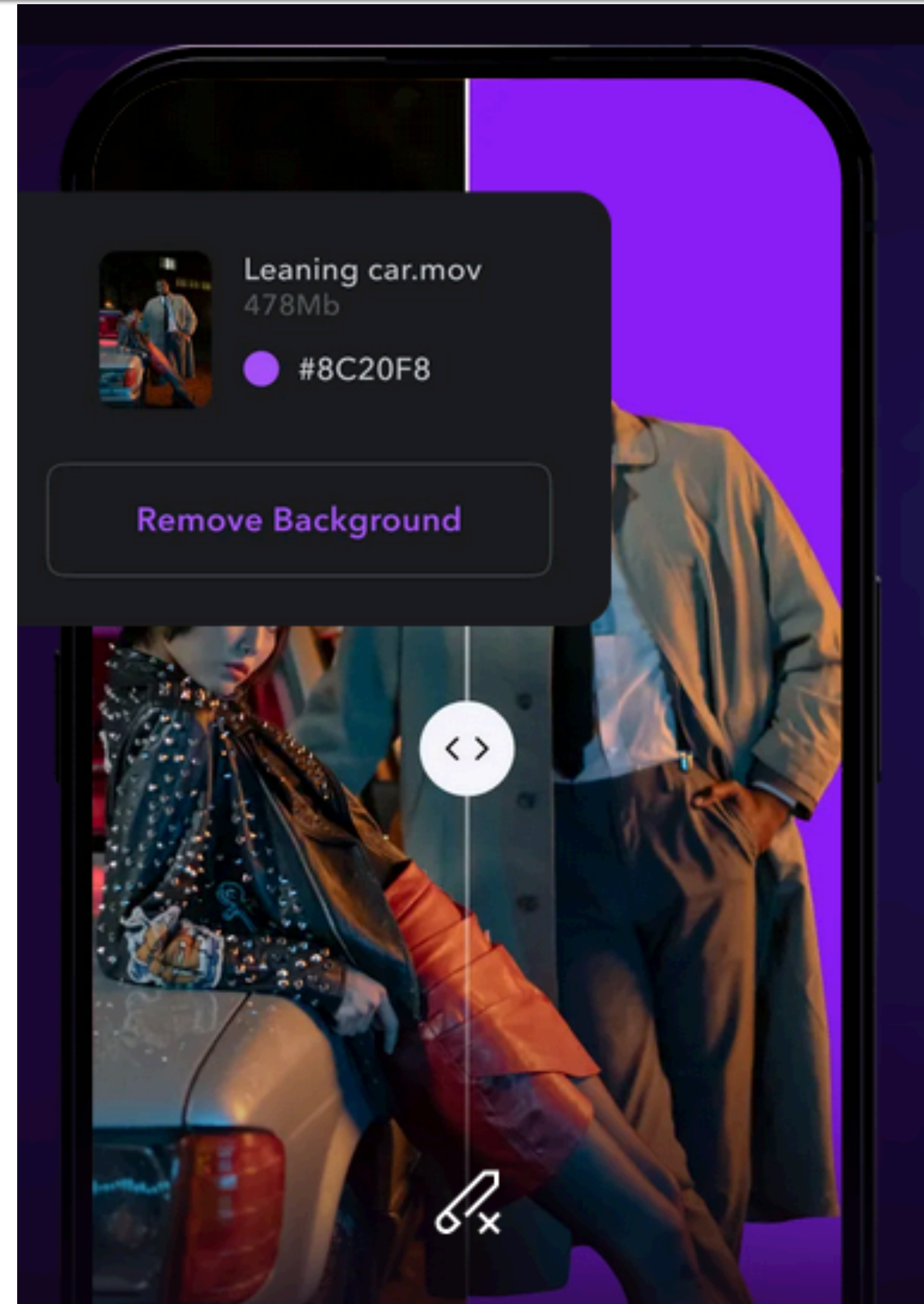
- **AI Director adds zooms and transitions to keep your video engaging**



Captions App



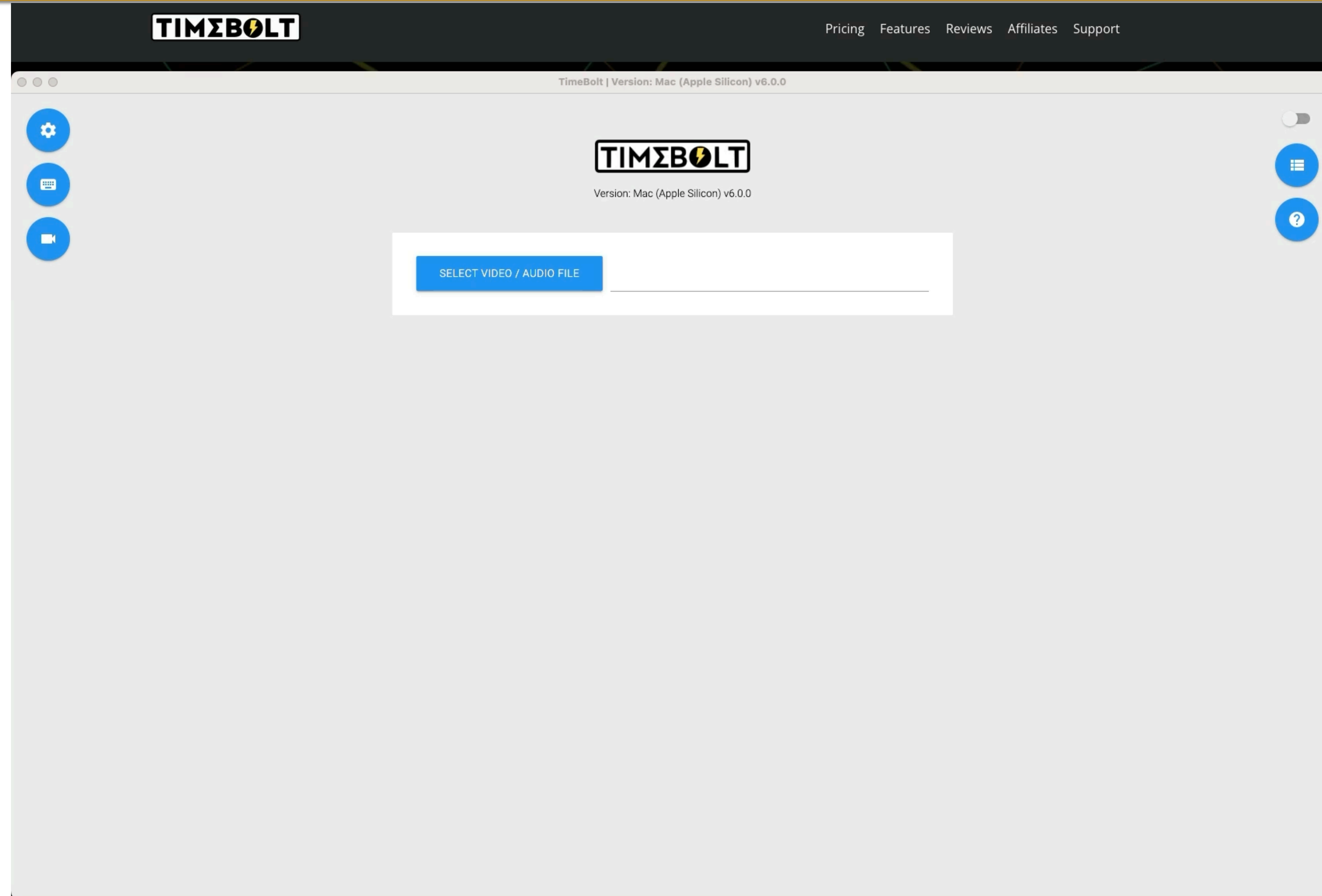
- **AI Background Removal automatically removes the background of your video**



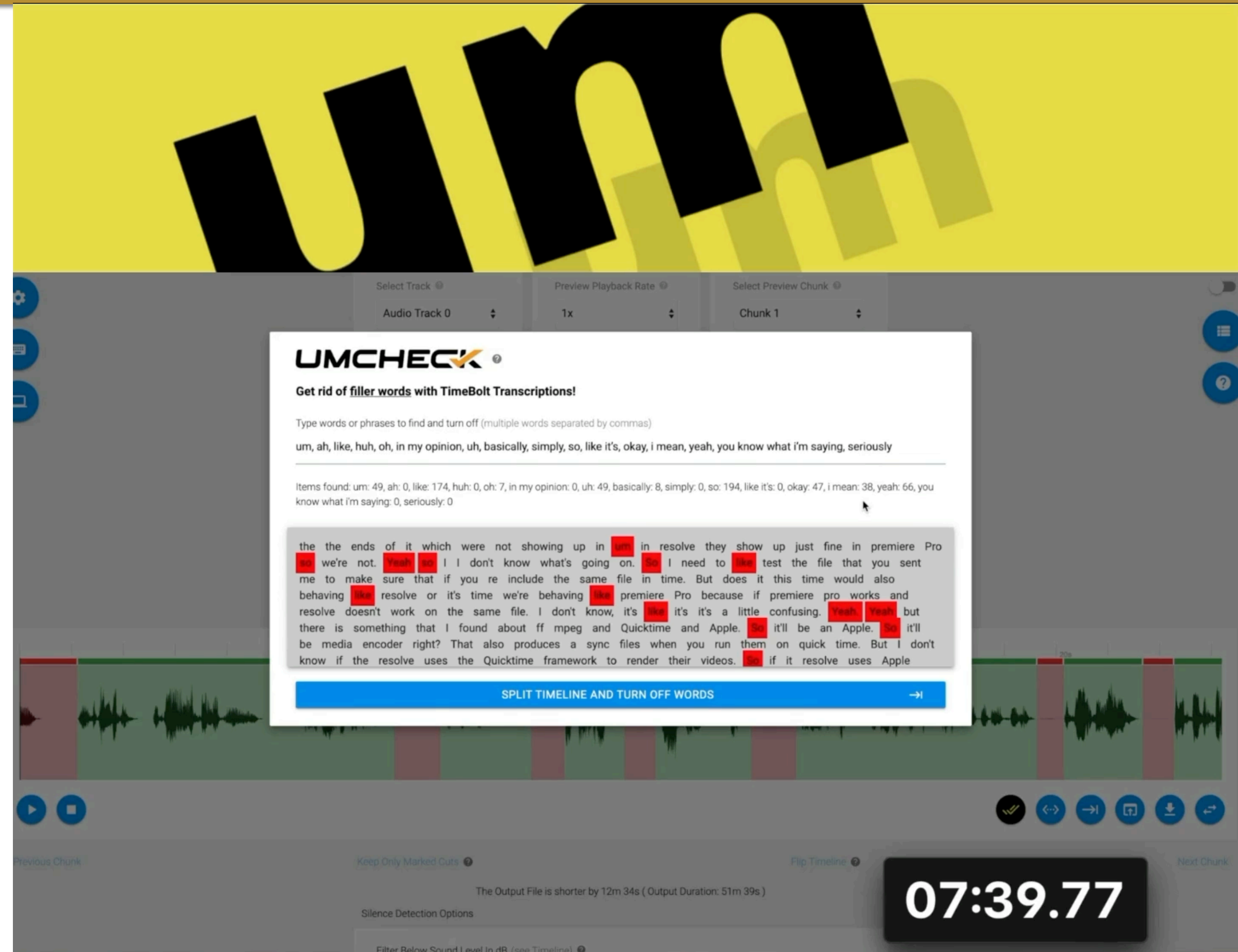
- **Eliminate silences**
- **This is the original file**



- This is how it eliminate silences automatically



- Multiple AI-driven functions for video editing
- Here's a demo of UmCheck



The screenshot displays the UmCheck web interface. At the top, the 'UMCHECK' logo is visible. Below it, a text input field contains the phrase 'um, ah, like, huh, oh, in my opinion, uh, basically, simply, so, like it's, okay, i mean, yeah, you know what i'm saying, seriously'. A list of items found is shown below, including 'um: 49, ah: 0, like: 174, huh: 0, oh: 7, in my opinion: 0, uh: 49, basically: 8, simply: 0, so: 194, like it's: 0, okay: 47, i mean: 38, yeah: 66, you know what i'm saying: 0, seriously: 0'. A text preview shows a transcript with filler words highlighted in red. A blue button at the bottom of the preview reads 'SPLIT TIMELINE AND TURN OFF WORDS'. The interface also shows a timeline with audio waveforms and a large digital clock displaying '07:39.77'.

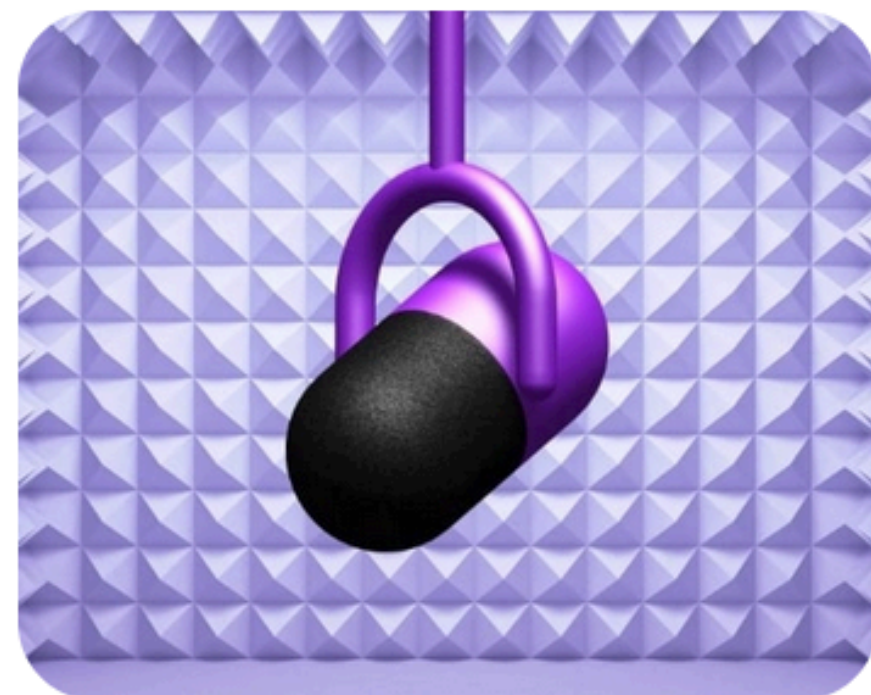
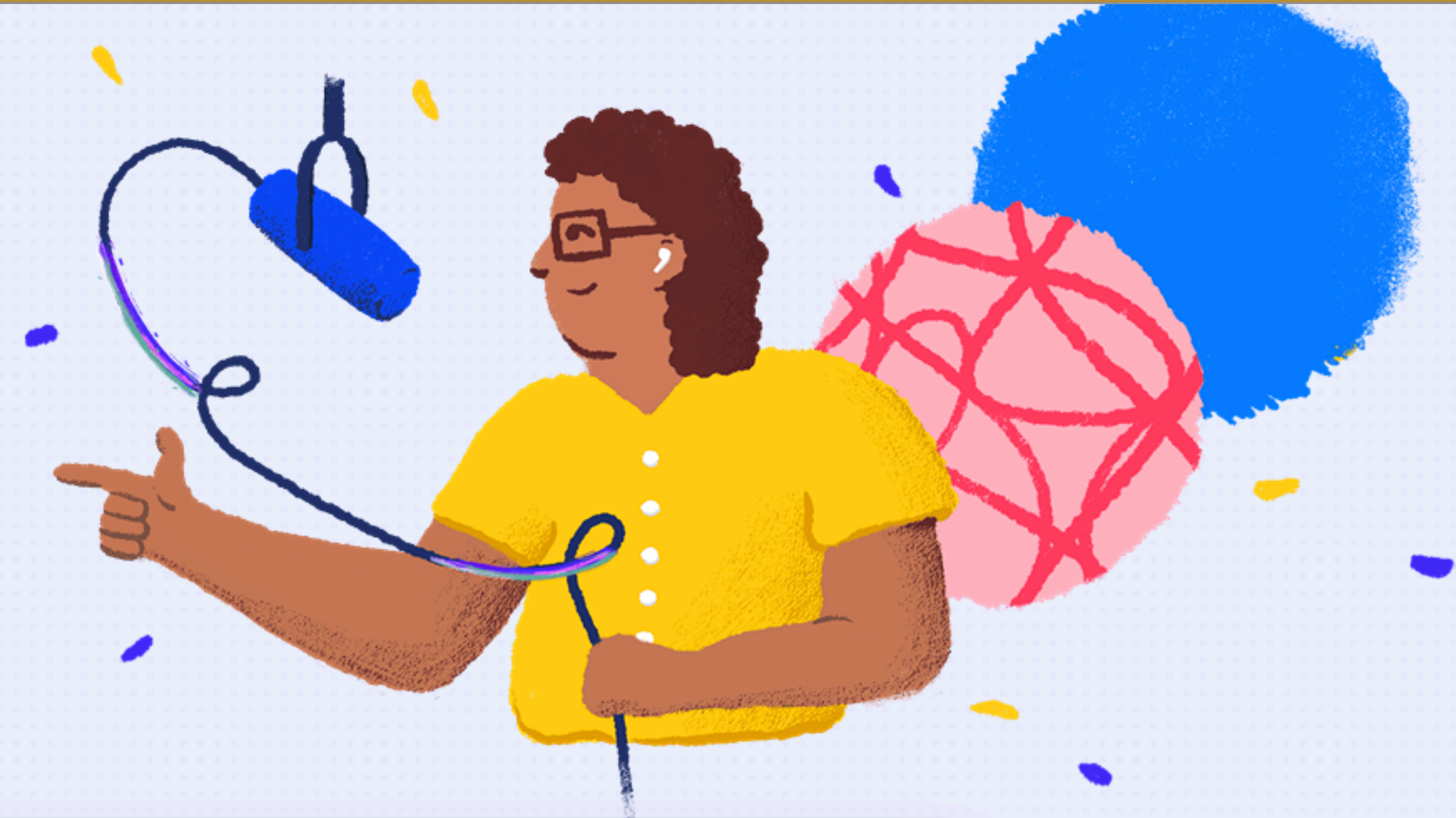
THE FILE IS AUTO LOADED
AND THE FILLER KILLER IS

Adobe Podcast (Beta)



AI-powered audio tools that elevate your voice

Create high-quality podcasts and voiceovers that sound professional with Adobe Podcast.



Enhance Speech

Remove noise and echo from voice recordings

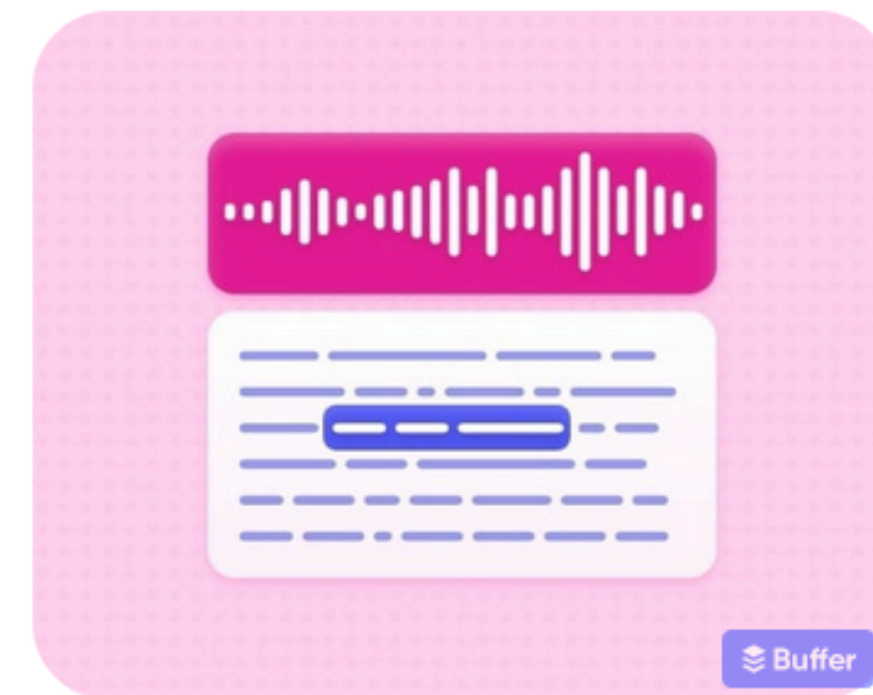
[Go to Enhance Speech](#)



Mic Check

Fix microphone issues before recording

[Go to Mic Check](#)



Studio

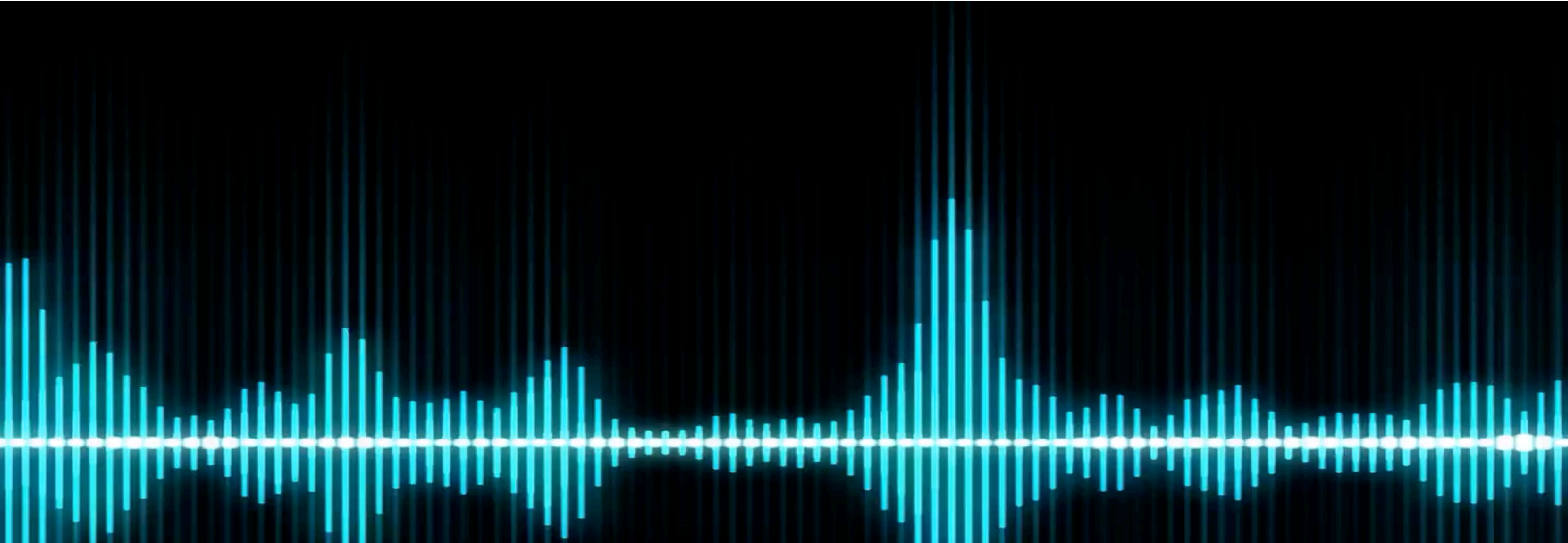
Record, edit, and enhance in your browser

[Go to Studio](#)

Adobe Podcast (Beta)



The “Enhance Speech” feature eliminates noise and makes it sound like audio was recorded in a broadcast studio



Adobe Podcast (Beta)



EXAMPLE: Audio Enhance Feature

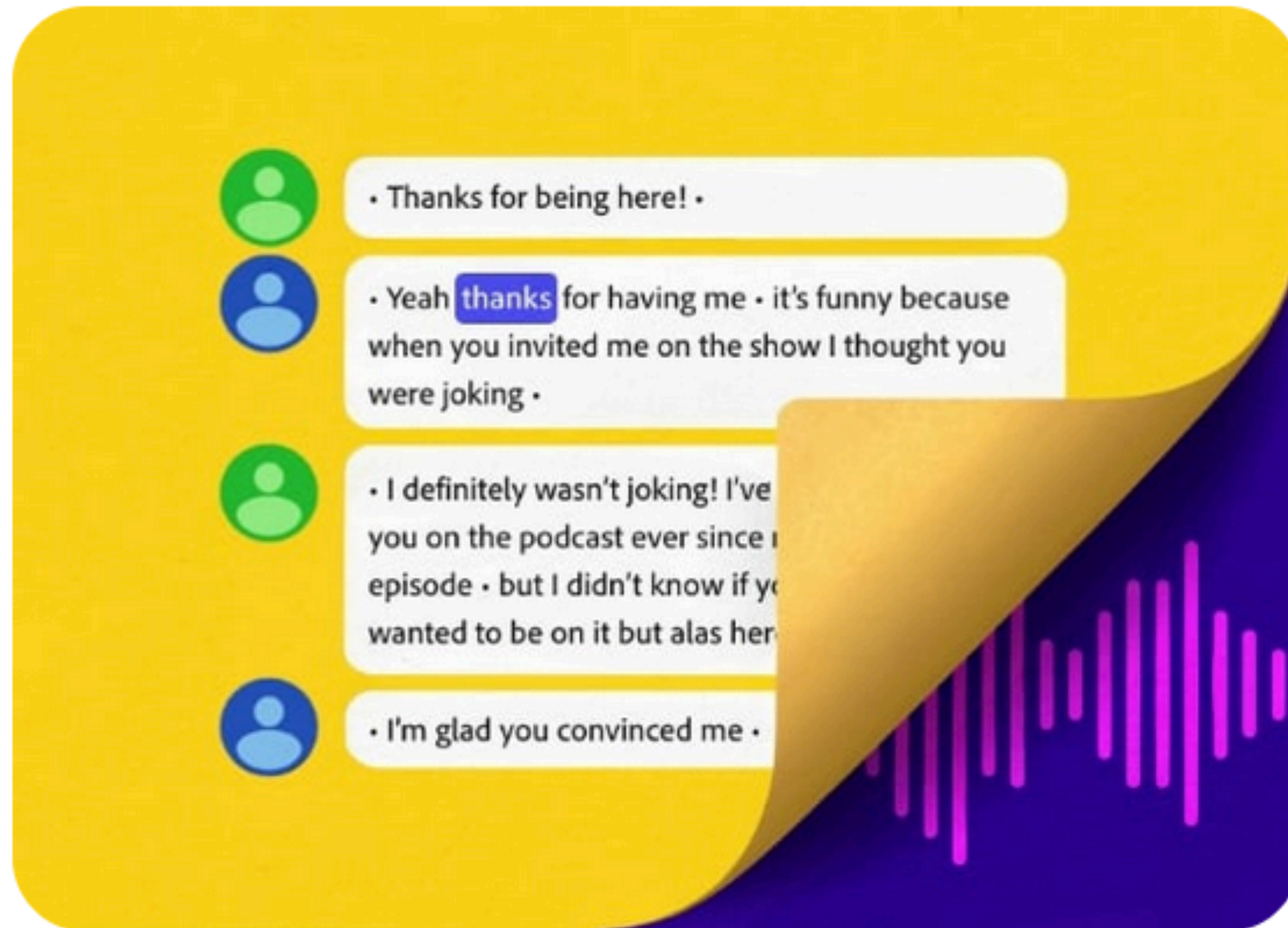


Original audio



Enhanced audio

Adobe Podcast (Beta)



Edit audio like a doc

Adobe Podcast Studio transcribes every word using the same industry-leading transcription as Adobe Premiere Pro. Simply cut, copy, and paste your audio just like a text document. Editing audio has never been easier.

Adobe Podcast (Beta) Editing With Text



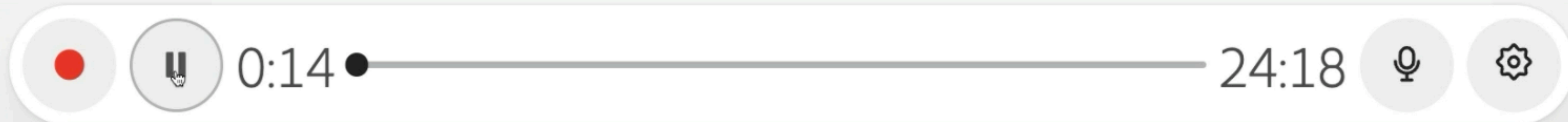
• Our human brains are really drawn to things • that are quick, • easy • and efficient, •
which in a lot of circumstances is • helpful, •

but • in some circumstances • really is not. • Especially when it comes to our brains so quickly
and easily • believing • every thought • that comes into • our brains. •

So today we're going to talk about a concept called cognitive diffusion. •

And if you can think of diffusion as in the scientific term, • a concentration of molecules •
moving from a place of high concentration to a place of low concentration, • and really
looking at our thoughts in the same way • when a thought comes into our brain and it is
a • thought that seems all consuming • and • it's the only thing that we can see. And it's •
leading to no good as feeling anxious or stressed or depressed • or upset • or hurt or
frustrated. •

And then moving that thought into a place of diffusion • by • acknowledging it as a thought, •
considering that there are other thought • options • and not concentrating • so intensely • on
this one thought • that is causing all kinds of distress • and upset • within us. •



That's It!



Q & A Time

Connect with Kerry!

Use your phone's camera to scan the QR code, then go to the link and drop in your first name and email!

You'll receive an email with:

- Livestreaming and smartphone video shooting tip sheets

