Electronic Media Specialist
Promotional Video

· **Software needed:** Adobe Premiere. Each electronic media specialist will be working in a PC computer lab. Lab monitors will be available during the contest to troubleshoot software or hardware issues.

· **Pre-practicum procedures** Video and music content for this practicum have been provided. There will be extra images and music; you do not have to use everything that was provided. **Images and/or templates pre-loaded by the student are not allowed in this contest.**

· **Practicum Instructions** Use the press packet and information that was gathered in the press conference to edit a **60-90 second** promotional video. Launch Adobe Premiere and start a new project. Import the files that were loaded by the lab monitors into Premiere and begin editing.

Students have 90 minutes to edit the video. Edit the video as if you are working for the press conference speaker's organization. Edit the videos and/or photos in a sequence that tells a positive story about the topic. Students may use the title tool in Premiere or they can create title slides in Photoshop and import them into Premiere. Locators – or CGs, supers, name keys, lower thirds, (there are several names for them) – are permitted but not required.
When you are finished editing, export your video into a .mov format.

To Submit:
Updoad the video to YouTube. Make sure the student name and chapter are in the description of the video. Once uploaded, email the link of the video to tprice1@neisd.net before March 17, 2019. Please make sure the video is set to public view or view only by those with a link. If competing in both the James Madison and O'Connor contest, please send separate emails for each contest.