

MONTGOMERY COMMUNITY MEDIA'S

LUNCH & LEARN:

Beyond Television,
Creating an Online
Video Presence



Presentation Overview

- Evaluate the purpose for your video online
- Distinctions for creating videos for different platforms
- Specifics for uploading video to YouTube

**What kind of
video are you
uploading?**



- The entire episode or show program
- Companion content for your show
- Footage left on the cutting room floor

Video Length

- Full length television episode or special → **Long form**
- Companion content (PSA's & Promo's) → **Short form**
- Footage left on the cutting room floor → **Short form**

**Sharing full
length shows
online**
longform content

- MCM Video on Demand
- Vimeo
- YouTube

Mymcmedia website: MCM Video on Demand


Home | Montgomery Cr X

https://www.mymcmedia.org/

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mymcmedia 
montgomery community media

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LATEST NEWS

 CORONAVIRUS mcm

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Search... 

WEDNESDAY | AUGUST 5 | 4:15 PM

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NOVAVAX'S COVID-19 VACCINE GENERATES POSITIVE RESULTS IN PHASE 1 TRIAL

<https://www.mymcmedia.org/on-demand/>

21 FIRST

1 ACCESS19

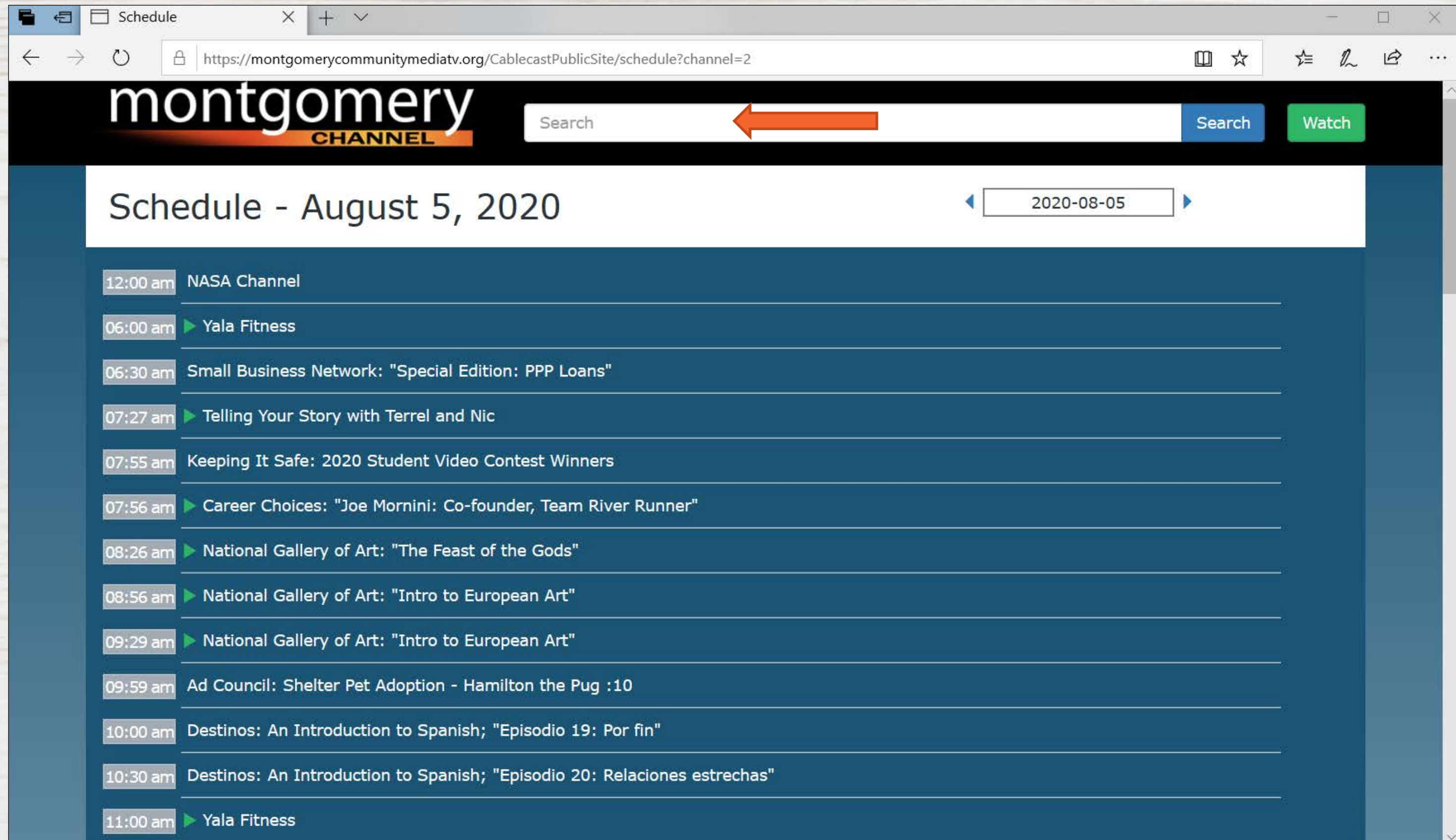
2 MONTGOMERY CHANNEL 21

3 ON DEMAND

TV SCHEDULES

TOY CASTLE IN CABIN JOHN MALL CLOSING AFTER 41 YEARS

My^mcmedia website: MCM Video on Demand



The screenshot shows a web browser window with the URL <https://montgomerycommunitymediatv.org/CablecastPublicSite/schedule?channel=2>. The page features the "montgomery CHANNEL" logo and a search bar with an orange arrow pointing to it. Below the header, the date "Schedule - August 5, 2020" is displayed, along with a date selector showing "2020-08-05". The main content area lists a schedule of programs for the day, starting with "NASA Channel" at 12:00 am and ending with "Yala Fitness" at 11:00 am.

Time	Program
12:00 am	NASA Channel
06:00 am	▶ Yala Fitness
06:30 am	Small Business Network: "Special Edition: PPP Loans"
07:27 am	▶ Telling Your Story with Terrel and Nic
07:55 am	Keeping It Safe: 2020 Student Video Contest Winners
07:56 am	▶ Career Choices: "Joe Mornini: Co-founder, Team River Runner"
08:26 am	▶ National Gallery of Art: "The Feast of the Gods"
08:56 am	▶ National Gallery of Art: "Intro to European Art"
09:29 am	▶ National Gallery of Art: "Intro to European Art"
09:59 am	Ad Council: Shelter Pet Adoption - Hamilton the Pug :10
10:00 am	Destinos: An Introduction to Spanish; "Episodio 19: Por fin"
10:30 am	Destinos: An Introduction to Spanish; "Episodio 20: Relaciones estrechas"
11:00 am	▶ Yala Fitness

Mymcmedia website: MCM Video on Demand

Search Results

https://montgomerycommunitymediatv.org/CablecastPublicSite/search?channel=2&query=YTT

montgomeryCHANNEL

YTT

Search


Watch

Search Results


Displaying 16 shows.

Placeholder


YTT (Yesterday, Today, Tomorrow)




YTT (Yesterday, Today, Tomorrow)




YTT (Yesterday, Today, Tomorrow)




YTT (Yesterday, Today, Tomorrow)




YTT (Yesterday, Today, Tomorrow)



YTT (Yesterday, Today, Tomorrow)



YTT (Yesterday, Today, Tomorrow)



YTT (Yesterday, Today, Tomorrow)


Mymcmedia website: MCM Video on Demand

montgomery
CHANNEL

YTT

Search

Watch



YTT (Yesterday, Today, Tomorrow)

SHOW DETAILS

UPCOMING AIR TIMES

8/25 at 8:00 PM

8/30 at 12:00 PM

8/30 at 9:00 PM

Share

Tweet

Posts

Manage Posts

List View

Grid View

 **Montgomery Community Media**
1 hr · 

Check out the latest episode of my show!

MONTGOMERYCOMMUNITYMEDIATV.ORG

montgomerycommunitymediatv.org

Like

Comment

Share

 Write a comment...





vineo

YouTube



Search



 SIGN IN



MyMCMedia.org  



myMCMedia
3.41K subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT >

Welcome to Montgomery Community Me...



0:00 / 0:30

Welcome to Montgomery Co...

3,579 views • 3 years ago

Welcome to Montgomery Community Media and MyMCMedia's official YouTube channel - subscribe for the latest videos from around Montgomery County.

READ MORE


Latest News and Happenings in Montgomery County

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NASA Goddard
Greenbelt, MD | 85 Videos | 481 Followers | 0 Likes


Watch Goddard TV for the latest in NASA's research into Astrophysics, Earth Observing, and Solar Science. You may be surprised what you find out! Want more?... [Read more](#)


NASA | Hubble SM4 Trailer
from NASA Goddard




NASA | 50 Years of Goddard
NASA Goddard | 662 views


NASA | Dr. James Garvin - The Inner Solar System: ...
NASA Goddard | 328 views





	VIMEO	YouTube
Cost	Free / Paid	Free
Advertisements	No Ads	Lots of Ads
Built in Audience	Small	Large
Copyright Regulation	None	Regulated
Video Creators	Video Professionals, Filmmakers & Film artists	Anyone
Interface	Clean & Simple	Complex
Size File	Various sizes depending on subscription	128 GB or 12 hours

**What type of
video viewing
experience?**



- Do you want ads?
- Do you want exclusive focus?
- Do you want to the platform to help you build an audience?

Vimeo vs. YouTube

vimeo Join Log in Pricing Product Solutions Watch Search videos, people, and ... New video

INERTIA
MEDIA GROUP
YOUR VISION - AMPLIFIED!

Derek (D.T.) White Demo Reel

2 years ago | More

Derek White + Follow

580 0 0 0

Comments are disabled.

Share

More from Derek White

- Autoplay next video
- Derek (D.T.) White Demo Reel
- Sports Demo Reel
- IMG Brand Flash
- Know Your Rights

YouTube Search

Up next AUTOPLAY

Parents Respond to MCPS Re-opening Recovery Efforts
myMCMedia
994 views • 4 weeks ago

Interview With 'Obama's Girlfriend' | All In | MSNBC
MSNBC
Recommended for you

Virtual Conversation: Fall 2020 Recovery of Education Update
MCPSTV
8.8K views • Streamed 2 hours ago

Montgomery County Police Graduation Ceremony
myMCMedia
3.3K views • 7 years ago

12 Year Old Boy Humiliates Simon Cowell
LosGranosTV
Recommended for you

Goddard School Parent: 'My Experience Suggests That...'
myMCMedia
163 views • 2 days ago

COVID-19 Updates
Reopening Montgomery: Phase 2 & 3 Guidelines

Adoption Center

Home Adoption Pet Licensing Animal Field Services Lost & Found Get Involved Services & Resources

Montgomery County Animal Services & Adoption Center

In order to limit person to person contact and reduce the potential transmission of COVID-19 (coronavirus), Montgomery County Animal Services and Adoption Center is open for adoptions by appointment only. View our COVID-19 Adoptions page for instructions on how appointments work.

Animal Field Services and Dispatch operations will continue as well as the daily care of the shelter animals. Owners with missing pets will still be able to reclaim their lost animals by calling 240-773-5555.

State of Shelter Animals at a Glance

If you are affected by COVID-19, please plan ahead with an emergency preparedness kit.

In an effort to reduce potential person-to-person contact, we will have a designated area for service calls.

montgomerycountymd.gov/animalservices/

1:02 / 2:10

Montgomery County Animal Services Celebrates 'Clear the Shelters' Entire Month of August

97 views • Aug 7, 2020

1 0 SHARE SAVE

myMCMedia
3.43K subscribers

ANALYTICS EDIT VIDEO

Montgomery County Animal Services and Adoption Center is officially back open and is celebrating its annual Clear the Shelters event all month long.

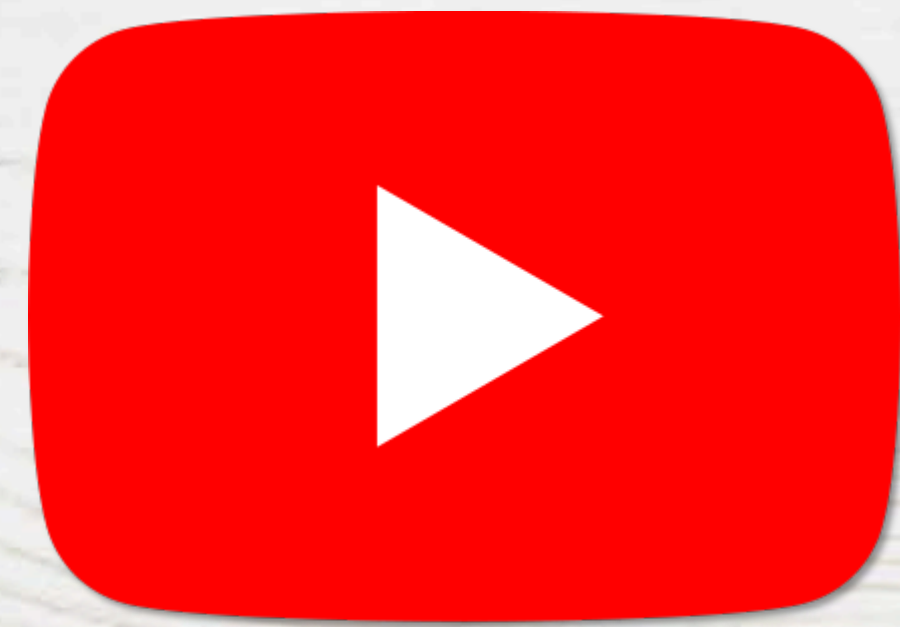


<https://creatoracademy.youtube.com>

Creating a YouTube Channel



GMAIL



YOUTUBE



**What is a YouTube
Channel?**

YouTube Channel Customization

- **Brand Channel with Graphics**
- **Add Text Description**
- **Segment Videos**

YouTube Customization: Branding Your YouTube Channel

CUSTOM BANNER

CUSTOM ICON



Facebook Page: @MyMCMedia



Montgomery
Community Media
@MyMCMedia

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[Videos](#)
[Community](#)
[Groups](#)
[Reviews](#)



mcm



WINS 2 EMMYS

 Liked

 Following

 Share



Create

 Live

 Event

 Offer

 Job

Create Post



Write a post...

Donate

4.3 4.3 out of 5 - Based on the opinion of 24 people



YouTube Customization: Add Channel Description

YTT

YESTERDAY
TODAY
TOMORROW

YTT

YESTERDAY
TODAY
TOMORROW

Yesterday Today Tomorrow Show

11 subscribers

SUBSCRIBE

< CHANNELS DISCUSSION ABOUT >

Description

A modern cable show addressing the current social, political, economic, and/or cultural climate. Get the latest information affecting our diverse communities. Host is Mariana Cordier.

Montgomery Community Media (MCM) is the only independent, nonprofit organization providing public access television and broadband media directly to Montgomery County's residents, resident non-profit organizations, associations and businesses, as well as YouTube viewers. MCM is dedicated to engaging, educating and empowering individuals and the community to express diverse viewpoints.

Stats

Joined Feb 7, 2020

419 views

YTT

YESTERDAY
TODAY
TOMORROW

YTT

YESTERDAY
TODAY
TOMORROW

Yesterday Today Tomorrow Show

11 subscribers • 13 videos

A modern cable show addressing the current social, political, economic, and/or cultural climate. Get the latest

SUBSCRIBE

😊

YTT

YESTERDAY
TODAY
TOMORROW

YESTERDAY TODAY TOMORROW

1 subscriber • 4 videos

SUBSCRIBE

YouTube Customization: Welcome Video

WELCOME VIDEO



The screenshot displays the YouTube channel page for myMCMedia. At the top, the YouTube logo and a search bar are visible. The channel banner features a video of a newsroom with multiple monitors showing various news segments. Below the banner, the channel name "myMCMedia" is shown with a blue circular logo and "3.41K subscribers". A red "SUBSCRIBE" button is on the right. Navigation tabs for "HOME", "VIDEOS", "PLAYLISTS", "COMMUNITY", "CHANNELS", and "ABOUT" are listed. The main video player shows a "Welcome to Montgomery Community Media" video with a play button in the center. To the right of the video, the title "Welcome to Montgomery Co...", view count "3,579 views • 3 years ago", and description "Welcome to Montgomery Community Media and MyMCMedia's official YouTube channel - subscribe for the latest videos from around Montgomery County." are displayed. A "READ MORE" link is at the bottom right. Below the video player, the text "Latest News and Happenings in Montgomery County" is visible.

YouTube

Search

SIGN IN

myMCMedia

3.41K subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Welcome to Montgomery Community Me...

3,579 views • 3 years ago

Welcome to Montgomery Community Media and MyMCMedia's official YouTube channel - subscribe for the latest videos from around Montgomery County.


READ MORE

Latest News and Happenings in Montgomery County


YouTube Customization: Segment Videos

[HOME](#) [VIDEOS](#) [PLAYLISTS](#) [COMMUNITY](#) [CHANNELS](#) [ABOUT](#) [Q](#)

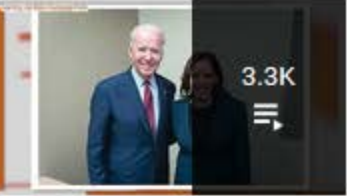
Latest News and Happenings in Montgomery County



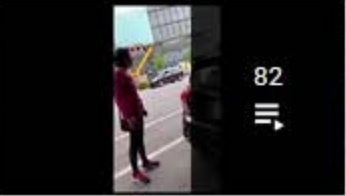
#SeeMeMontgomery
myMCMedia
VIEW FULL PLAYLIST




MyMCMedia On Location 2015-2020
myMCMedia
Updated 5 days ago
VIEW FULL PLAYLIST



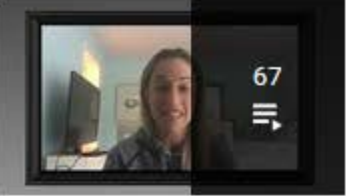
MyMCMedia Extras 2015-2020
myMCMedia
Updated today
VIEW FULL PLAYLIST



Raw Video
myMCMedia
VIEW FULL PLAYLIST




Washington Spirit
myMCMedia
VIEW FULL PLAYLIST




Small Business Network
myMCMedia
VIEW FULL PLAYLIST


MyMCMedia Extras 2015-2020 ▶ [PLAY ALL](#)




La Concejal Navarro habla sobre la Noticia de Harris...
myMCMedia
11 views • 7 hours ago




Springbrook Grad Weinstein Named Radio Voice of...
myMCMedia
22 views • 6 hours ago




Así se Vive - Apoyo a las Mujeres con Cáncer
myMCMedia
15 views • 1 day ago



Así se Vive - Las Pruebas de Covid-19
myMCMedia
64 views • 2 days ago




Goddard School Parent: 'My Experience Suggests That...
myMCMedia
166 views • 2 days ago




Head of Md's Contact Tracing Efforts Answers...
myMCMedia
42 views • 5 days ago


Celebrate Montgomery County ▶ [PLAY ALL](#)




Montgomery County Celebrates Foster Pet...
myMCMedia
46 views • 3 years ago




Montgomery County Celebrates Locally Grown...
myMCMedia
413 views • 3 years ago




Celebrate: Lt. Thomas Jacock's Retirement
myMCMedia
75 views • 3 years ago



Montgomery County Celebrate Josiah Henson
myMCMedia
120 views • 4 years ago



Montgomery Celebrates Mckee Beshers Sunflower i...
myMCMedia
276 views • 4 years ago



Montgomery County Celebrates Ellsworth Dog...
myMCMedia
657 views • 4 years ago

Topics of Interest ▶ [PLAY ALL](#)

**What about
other social
media?**








**What is the
video?**

- *The entire episode or show program*
- **Companion content for your show**
- **Footage left on the cutting room floor**



**What is your
goal for putting
videos online?**

- Drive people somewhere else
- Keep audience engaged & build following
- Acknowledge & thank sponsors & guests

GOAL: Drive People to TV Channel / Website / Other Hosting



Montgomery Community Media posted a video to playlist
Coronavirus.

Published by Deirdre Byrne [?] · 13h ·

MyMCMedia asked Dr. Katherine Feldman, the Maryland Health Department's chief public health scientist who heads the state's contact tracing efforts, about what parents should consider when deciding whether to send their children to in person learning.

Read more: <https://bit.ly/3h0xBGB>



mymcmmedia.org


-0:42



GOAL:
**Keep audience
engaged &
build following**

- Promos
- Extras
- Video clips
- Behind the scene footage


GOAL: Acknowledge & thank sponsors & guests




Special Thanks for Use of Their Facility






Herndon Parks & Recreation



herndon-va.gov/recreation






Get Fit with Jane: Cardio & Strength Intervals

 Like  Comment  Share  

 **Herndon Community Television (HCTV)**  1

51 Views · about 2 years ago · 

Watch premiere of new [#GetFitwithJane](#) today at noon! Jane Nash focuses on Cardio & Strength intervals. Watch weekly - Tuesdays @ noon & Thursdays @ 7 AM!

In this exciting class, we will alternate aerobic and muscular strength/endurance exercises to boost energy and bring variety in muscular strength and endurance training. All equipment is optional and modifications will be demonstrated. Exercise at your own pace and comfort level and have fun! Equipment: Medicine ball, resistance tubing and hand-held weights. Enjoy and Get Fit With Jane!


Special Thanks to Herndon Parks and Recreation Department for use of the [@Herndon Community Center](#) to record the show and also to Participating Personal Trainers: [Jenlene Nowak](#)!

GOAL: Acknowledge & thank sponsors & guests



Special Thanks to Herndon Parks and Recreation Department for use of the @Herndon Community Center to record the show and also to Participating Personal Trainers: Jenlene Nowak!





**What should I
change for
social media?**

- **Format of video**
- **Subtitles**
- **Aspect Ratio**

**What should
I change?**

Video Format *Scripting*

- Capture audience in first 3-5 seconds
- Move openers to middle of beginning or end of video
- Footage left on the cutting room floor

Facebook Creator Studio: Audience Retention for Videos



**This feature is only available for Facebook pages as part of the creator studio. You can see when people drop off when watching your video.*

**What should
I change?**

ADD TEXT

Open Caption

Lower Third Explanation

ADD TEXT



OPEN CAPTIONS



Descriptive Information

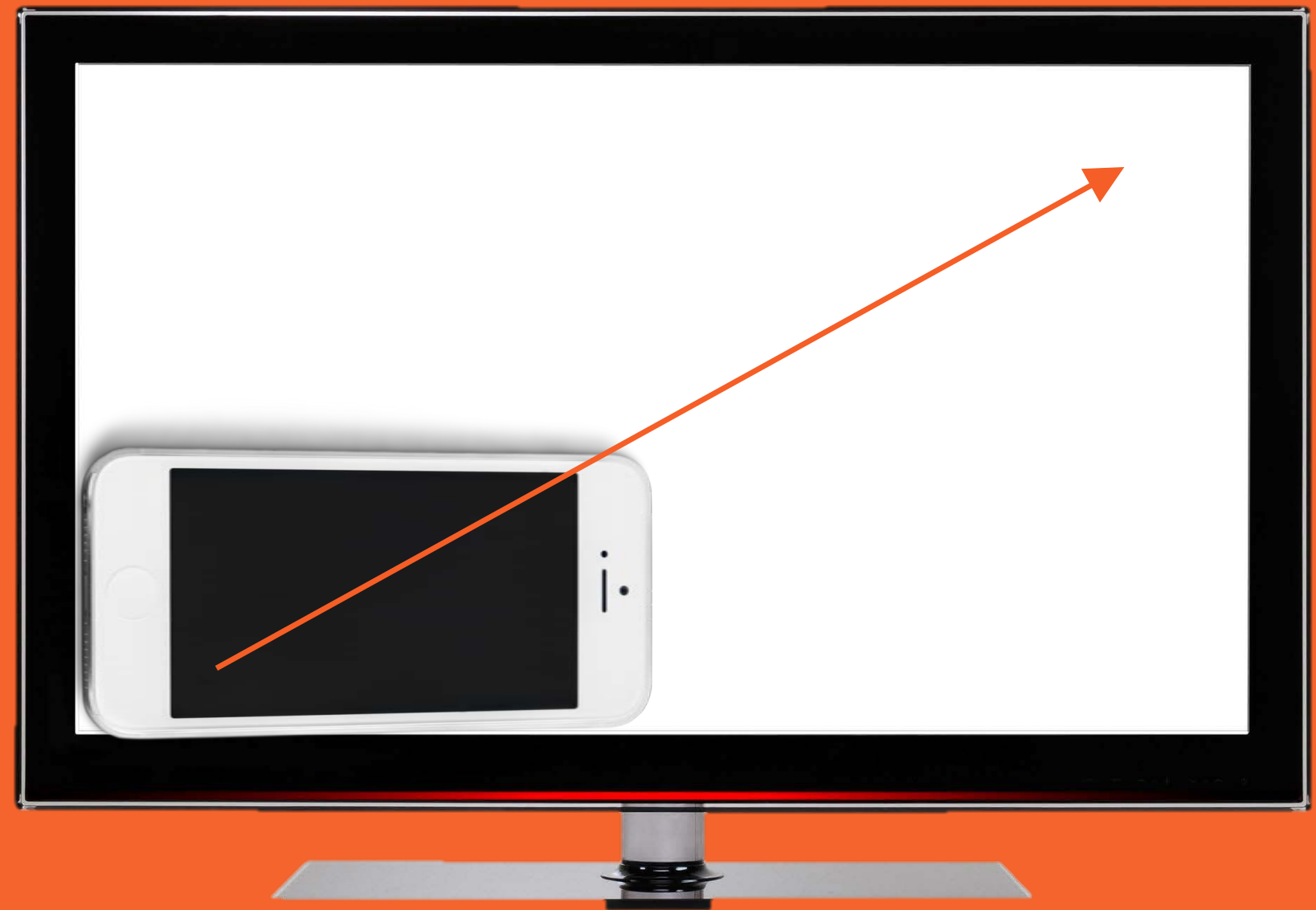
What should I change?

Aspect Ratio

1:1 = square

16:9 = hd tv

4:5 = Instagram





60 seconds	120 minutes	140 seconds
Landscape 16:9	Landscape 16:9	Various dimension 16:9
Vertical 4:5 / Square 1:1	Portrait 9:16	Square 1:1
Min width 600 pixels	Min width 600 pixels	Min. 32 pixels
4 GB	4 GB File size Max	512 MB
30fps (max frames)	30fps (max frames)	40fps (max frames)

**Information provided by [sproutsocial](#)*

Last Thought: Internet is
always changing & Google is
your friend to find answers

**Watch past
episodes of
MCM Lunch &
Learn online!**

Upcoming Classes | Mo

WWW.MYMCMEDIA.ORG/CLASSES

MCM LUNCH & LEARN SERIES

MCM hosts regular virtual Lunch & Learn sessions for MCM Members. Check out our [MCM Membership page](#) to learn more about other member benefits.

Check out previous MCM Lunch & Learns:

MCM's Lunch & Learn 01 How to Run A Great Virtual Meeting

MCM's Lunch & Learn 01 How to Run A Great Virtual Meeting

Watch later Share

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montgomery community media

LUNCH & LEARN

HOW TO RUN A GREAT VIRTUAL MEETING

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LUNCH & LEARN
HOW TO RUN A GREAT VIRTUAL MEETING

MCM's Lunch & Learn 01 How to Run A Great Virtual Meeting

43:15

Pivoting to conduct meetings in the virtual space adds a new set of challenges f...

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LUNCH & LEARN
VIRTUAL PRODUCTION FOR MCM BROADCAST

MCM's Lunch & Learn 02 Virtual Production For MCM Broadcast

48:15

Learn how to create a virtual show for MCM television broadcast using Zoom.

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LUNCH & LEARN
PRACTICAL COPYRIGHT FOR CREATORS

MCM's Lunch & Learn 03 Practical Copyright for Creators

48:35

What can you legally use in your shows?

In this episode, Maryland-b...

MONTGOMERY COMMUNITY MEDIA'S

LUNCH & LEARN

**THANK YOU
FOR
ATTENDING!**



Special Thanks:

Nancy Rose

Herndon Community Television

Derek White

Inertia Media Group

David Berman

MCM Post-Production Coordinator

