

SEED MEDIA

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SEED MEDIA CAMP

Where Young People Learn Video To Change Lives

A mobile day camp hosted by your organization and brought to your location. This camp is designed to teach your youth how to create video in a collaborative environment, resulting in powerful media content that connects your message to your community.



“Small Beginnings...”



“The commercial PSA’s have a very powerful emotional impact and it’s from the voice of our youth.”

*Charlie Daniels, ED
CMCA - Volunteers of America Alaska*



What Makes Seed Media Camps So Different?

Changing social norms in your community is an enormous challenge. Most Non Profits are overwhelmed with this prospect and don't know where to begin. Seed Media Camp helps organizations create grass roots movements around their cause, through the effective use of media. Through this media and connectivity we can help your organization establish long-term sustainability.



Start a grass roots movement

Choose the Media Camp that seeds your local movement.



Develop the idea and bring your community together

Host a camp and invite your youth to be the solution.



Watch it grow and multiply

You'll have all the media tools to change your community.

What's My Investment?

The value in engaging your youth with a message- that will change lives in your community—including theirs, is a powerful investment.

DIRECTORS CAMP

15-20 Students

- 1 Planning Day
- 6 Day Camp
- 30 Sec Pro PSA
- "Making Of" Video
- 1 Premier Night

Investment
Call For Pricing

PRODUCERS CAMP

15-20 Students

Everything in the Directors Camp Plus

- 2 Min Promo
- Photo Campaign
- Online Focus Group
- Tool Box
- Continued Improvement

Investment
Call For Pricing

CUSTOM CAMP

15-20 Students

Camp À la carte

We help you build a custom camp to fit your budget, and meet your specific needs.

Investment
Call For Pricing

**Limited Slots Available – We Provide Only 3 Camps Per Year
Don't Miss Out – Schedule Your Camp Now**

*Prices do not include our teams travel, lodging, and per diem costs or the campers food.

These funds can be off set greatly with in-kind donations from community businesses.

Request a consultation on how to approach community businesses as sponsors.

Have Questions? 907-200-2012



Camp Elements



The most successful camps are built upon five core elements, Plan, Teach, Shoot, Edit and Watch. Students become the directors, producers, camera operators, grips, gaffers, actors, actresses and editors. Expand the impact and reach of your campaign by adding the additional elements, Photo Campaign, Promotional Video, Online Focus Group, Media Camp Tool Box and the Continued Improvements. When all of these elements are combined, impossibility is possible!



Media Camp Core Elements

PLAN

Planning and Idea Development

Every video camp we do starts with the Planning element. With your organization we corroboratively plan camp logistics and develop the video idea.

TEACH

Teach Element - In Class Training

Following a custom curriculum, the teach element provides a mix of classroom learning and hands-on training covering the basics of video creation.

SHOOT

Shoot Element - Lights. Camera. Action!

The shoot, also known as production is when the students and Seed Media team work together in capturing the main video. The students participate as cast and production crew.



Media Camp Core Elements Continued

EDIT

Edit - Student Element

During the Edit element, the campers will learn how to use fcpx and will edit their own version of the PSA. This Element covers the basics of video editing

EDIT

Edit - Pro Element

During the Edit Pro element, we will take all the media captured during the shoot and edit a professional 30 sec PSA and behind the scenes mini-documentary. We put all the organized raw media onto a private cloud storage site, where it can be downloaded for your use.

WATCH

Watch - Red Carpet Premier Element

It's time to go all out, roll out the red carpet and dress to the hilt—we're having a gala premier event! Invite key stake holders, grantee's, community members, families and friends to the Red Carpet Premier, where you showcase the PSA's and BTS Documentary, share about your organization and campaign, and honor the campers for their hard work.

Media Camp Additional Elements

Take your camp to the next level by adding additional elements. All of the additional elements are included in the Producers Camp.

photo

Photo - Professional Photographer and Digital Ad Element

During the Shoot element, a professional photographer will capture specific photos that will be used in digital and print ads. The ads will have similar look to the PSA and will complement the message of the campaign.

promo

Promo Element

The promo element develops video content that helps your organization communicate it's services, and recruit new people, which helps your organization create long-term sustainability for your organization.

Camp Elements



Media Camp Additional Elements Continued

focus

Online Focus Group Element

This is one of the most important elements for the success of your PSA. Seed Media sets up an online focus group to survey the effectiveness of the PSA's performance with the targeted audience.

tool

Media Camp Tool Box

Included in the tool box are pre-made advertisements—ready to go, automation tools, FB advertising, surveys and communication tools. The Media Camp Tool Box gives your organization all the tools needed to put on an amazing camp. The tool box is essential in connecting you to your audience before your events happen.



improve

Continued Improvements Package

What's next? Marketing your PSA is a lot like fishing, you have to try different tactics and different fishing holes to catch the fish. This is where we come in. We do not develop a bunch of content for you, hand it over and say "sayonara!" No, we continue to help you change your tactic by re-envisioning the content you have already created by re-editing and re-targeting your existing ads. This will make your initial investment go much—much further.

Note: The improvements package is a subscription based model where you choose monthly or yearly billing.





CELEBRATING
10 YEARS OF
AWESOME!