



FIND YOUR PLACE

UAPCS Video Series

SCHOOL STORIES

Identify a compelling story of someone (student, parent, staff, board member) who “found their place” at your charter school.

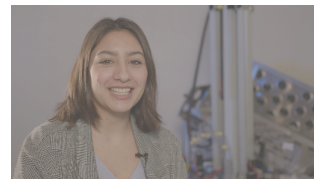
UAPCS will coordinate a film shoot to produce one 2-3 minute story and two-three 30 second social media videos. UAPCS will be able to use videos to promote “Find Your Place” campaign and schools can use to promote their school. Cost to the school is \$1000.

Add-on Option: Schools may add on more video footage, filmed on the SAME DAY, to highlight a school-specific feature/person/story for their own marketing. School will receive one 2-3 minute video and one 30 second social media video. Cost to the school is \$300.

“I FOUND MY PLACE AT...”

Please send a 10 second video of your students, parents, administrators, teachers, staff and/or board members saying, “I found my place at [charter school].” Clips will be compiled and edited for social media use for everyone! There is no cost to schools to participate.

- Use a horizontal view on your phone.
- Background should be clear and free of busy wording/reflective glass.
- Student clothing should be free of wording/logos/pictures.
- Film in a quiet, echo-free location.
- Student should speak clearly.
- Sample of framing below:



Send video clips to gina@utahcharters.org, text to 801.673.3327, or share via photo sharing app.