

The background of the slide features a photograph of the United States Capitol dome in Washington, D.C. In the foreground, several American flags are visible, some in sharp focus and others blurred, suggesting a crowd or a patriotic event. A semi-transparent blue banner is overlaid across the middle of the image, containing the organization's name in white text. Below the banner, there are three horizontal bars in grey, green, and purple. The bottom of the slide shows a blurred crowd of people holding many American flags.

The National Association for State Community Services Programs (NASCSP)

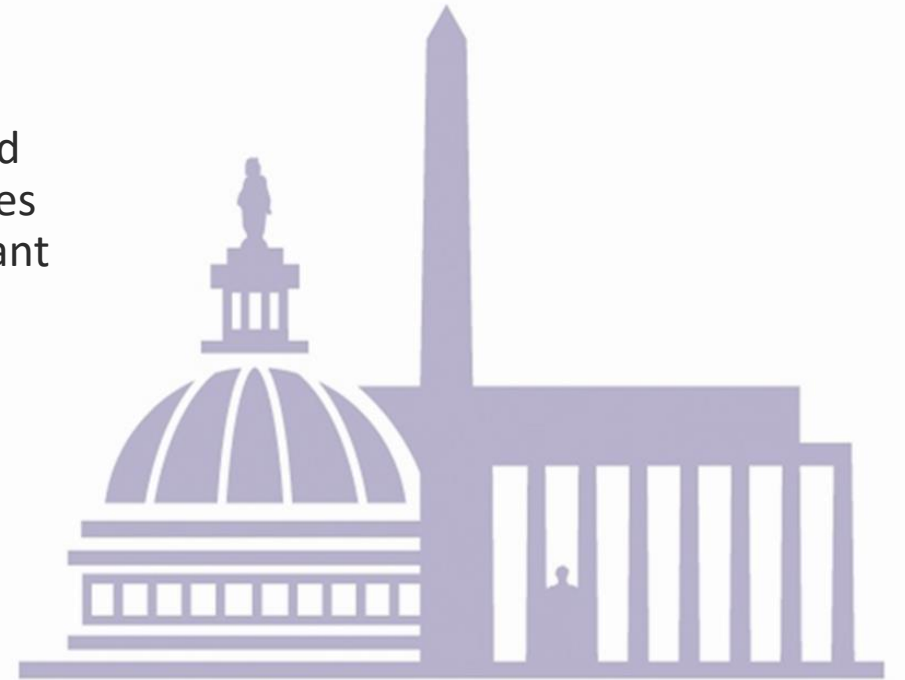
www.nascsp.org

Our Mission

Increasing capacity in States to achieve economic security and energy efficiency in low-income communities.

The National Association for State Community Services Programs (NASCSP) is the sole national association charged with advocating and enhancing the leadership role of States in the administration of the Community Services Block Grant (CSBG) and Weatherization Assistance Program (WAP).

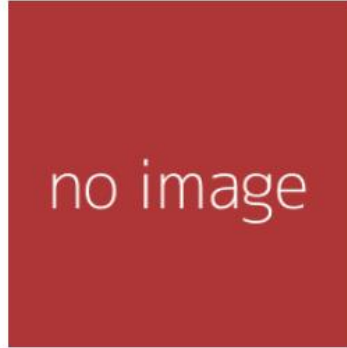
NASCSP members represent all 57 states, territories, and districts that administer the WAP and CSBG.



Our Staff



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Our Board



NASCSP Conferences

Annual Training Conference

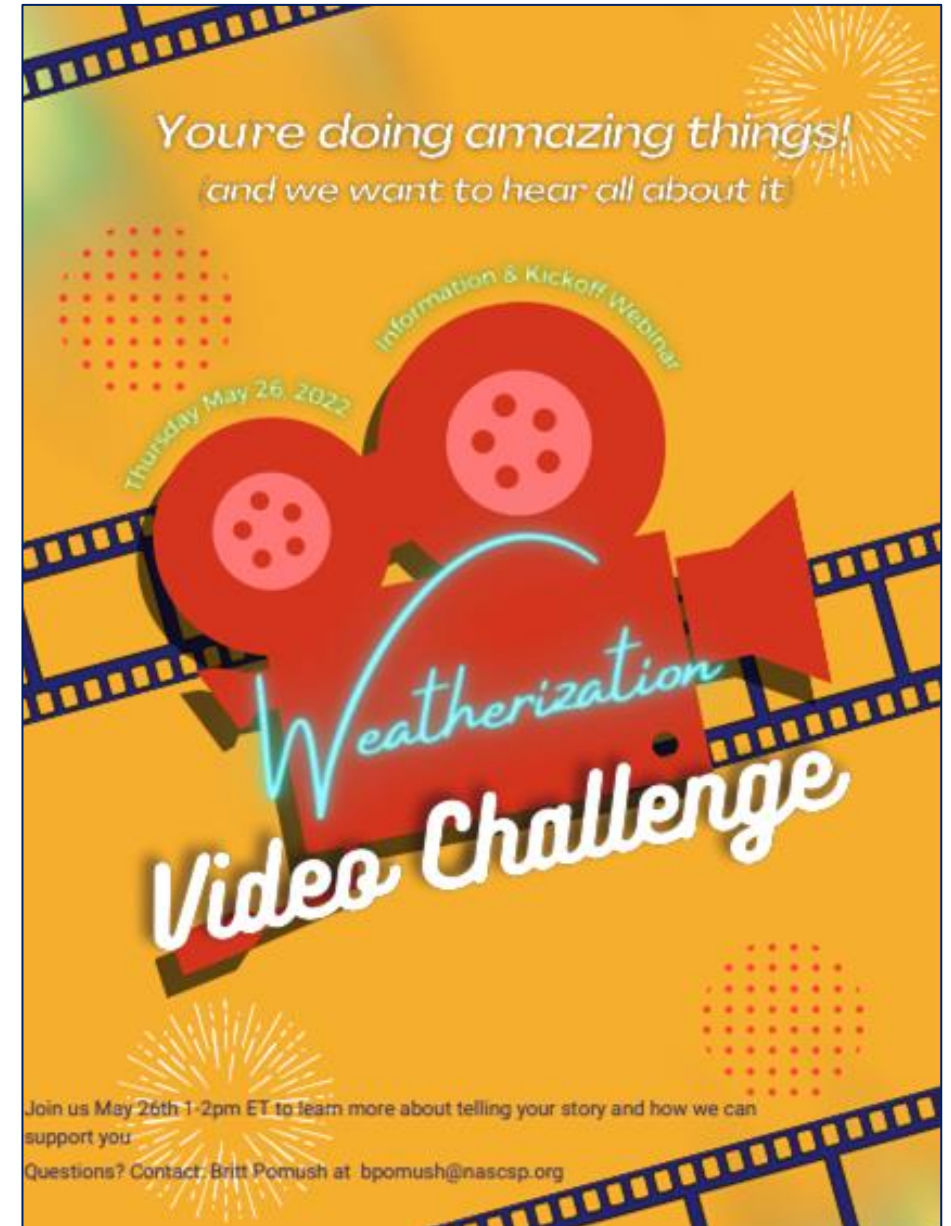
- October 24 – 28, 2022 in Minneapolis, MN



Winter Training Conference

- TBD

Weatherization Video Challenge Kickoff!

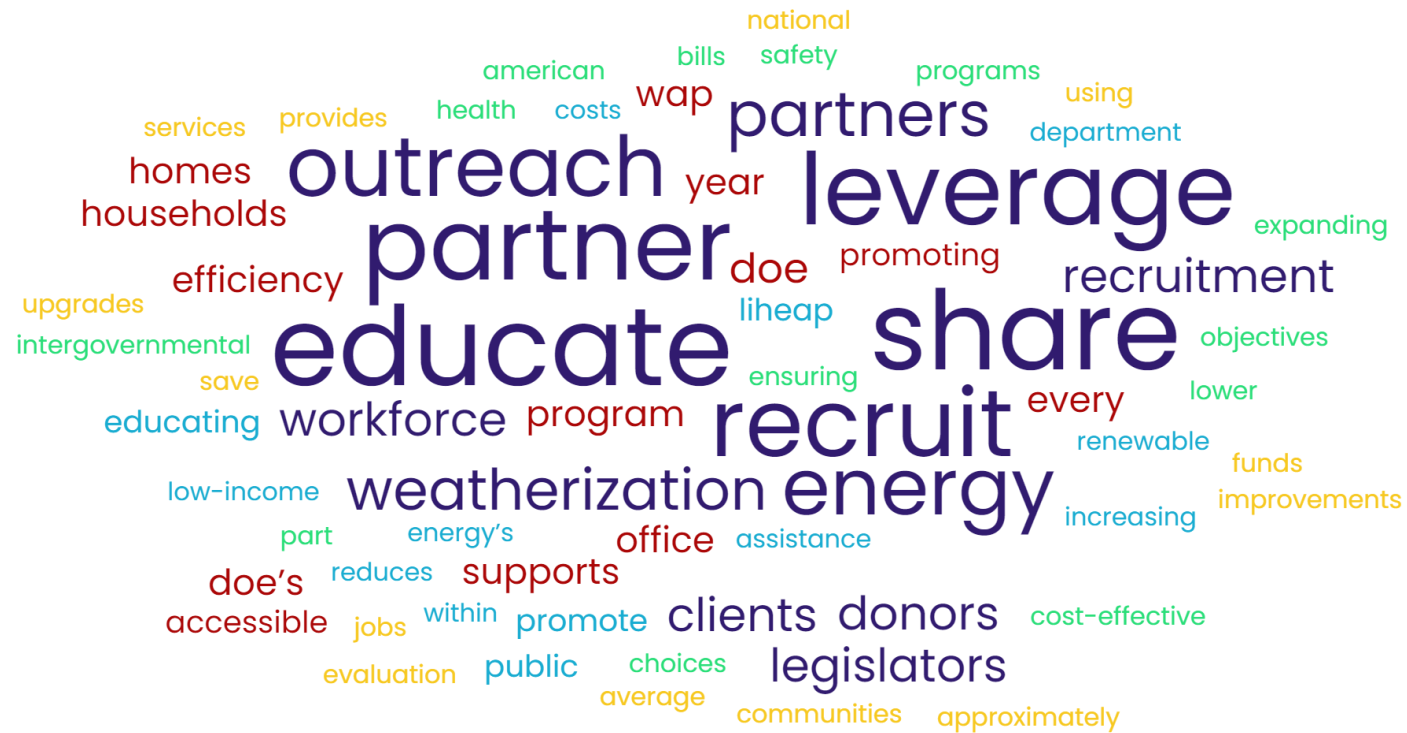


What is it?



- 1-3 Minute Video
- About Weatherization
- MP4, MOV format
- By August 31st
- Submit to our DropBox
- Year_State_AgencyAbbr_Title
(22_WA_COM_Insulation)

Purpose



Purpose: Increase awareness, show the good work WAP does and create current and accessible media to share.

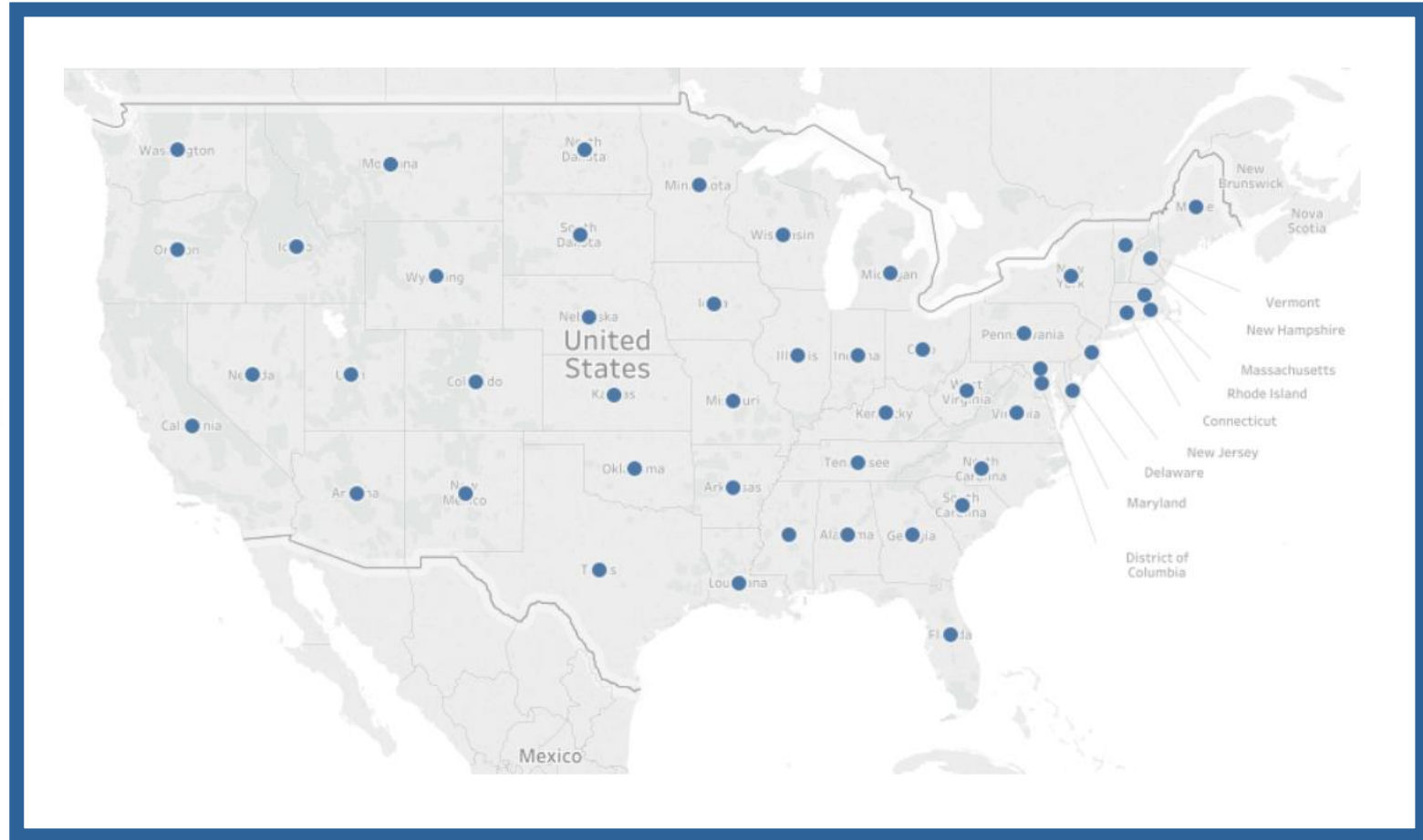
- **Weatherization Day 2022!!**
- Political Currency
- Educate Community
- Builds Partnerships
- DOE Leadership is asking
- Make it Accessible
 - Social Media
 - Put it on your website
- Outreach To...
 - Clients
 - Donors
 - Workforce Recruitment
- Share Successes
- One Stop Shop
 - NASCSP will host
- Leverage State/Agency Strategies
- **Get People Excited About Wx!**



10

This.

Click on your state to see success story videos!





Where to start?



Let's Make a Plan!

- Pick your format
- What story do you want to highlight?
- Who's your audience?
- Storyboard/script/develop prompts for your video
- Create your video
- Edit the masterpiece
- Send final video to NASCSP

Pick Your Format





Possible Media Partners

Local Gov't Communications Departments

State Communications/PR Departments

Local Media Loans (at Colleges & Uni's)

Local A/V Clubs (HS)

Local News (Televised & Print)

Community Media Organizations

Video Styles

- Talking Head
- Conversational
- The One Question
- Narration
- Text Overlay Video
- Screen Share Video
- One-to-One Webcam Video
- Live Action

What to Consider When Filming

- Use a tripod
 - Frame/Use Landscape
 - Test!
 - Sound – Use a mic if possible
 - Lighting – Avoid heavy backlighting
 - Save often
 - Phone zoom = Bad
 - Clean your lens
 - If using phone, use multiples
 - Avoid background noise (including wind)
-
- Video Resolution
 - 1080 HD & 4K commonly used
 - Frames Per Second
 - 60fps or 30fps
 - Check your battery
 - Check your storage
 - Phone – Turn on airplane mode
 - Save videos to dedicated folder



What to Highlight

We want to hear about what you're excited about and proud of!

Weatherization Basics:

- What is WAP?
- Why is WAP important (to clients, staff, communities, etc.)?
- What is special about WAP (to clients, staff, communities, etc.)?

Relationships:

- Partnerships
 - State/Local/CAA/Nonprofit/Local Gov/For Profit/Etc.

Client Centered:

- Outreach Approaches
- Client Impact
- Client perspective
- Innovative Education Strategies

Organizational

- Innovative Operations
- New data systems
- Diversity Work
- Renewables
- Innovations
- Workforce Development

Types of Stories & Tips

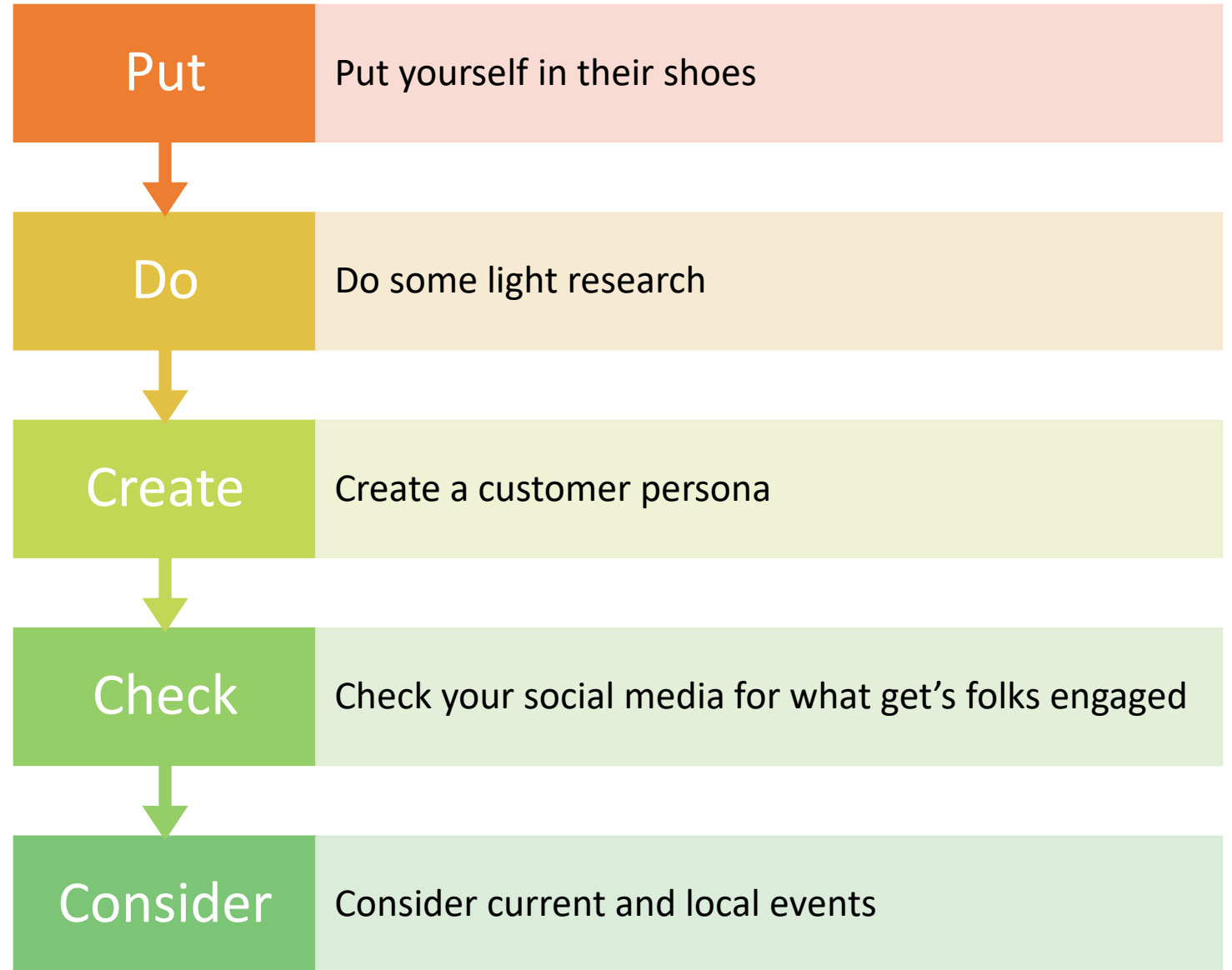
- Origin Story
- Against all Odds
- Breaking False Beliefs
- How-To Story
- Behind the Scenes Story
- Community Impact
- Appeal to emotions
- Keep it conversational
- Use humor
- Show, don't tell
- Stay small
- Structure
 - Beginning, Middle, End
 - Bookends

Who's Your Audience?

- Clients?
- Volunteers?
- Donors?
- Elected Officials?
- Workforce Recruits?
- New Contractors?
- Potential Partners?



Audience Tips



Scripts & Prompts

- Script about organization
 - Location
 - Work
 - Impact
- Use script to open and close video
- Storyboard
- Ask open ended questions
- Use questions to frame – “You said your home has been in your family for generations, what is it like to know that it will get the repairs and weatherization it needs?”
- Examples:
 - What has receiving weatherization meant to you?
 - How has partnering with XYZ Agency better served your community?
 - What do you love about doing this work?

WAP Video Challenge Storyboard

WAP Video Challenge Storyboard



Visual:

Scene: _____

Dialogue: _____

Visual:

Scene: _____

Dialogue: _____

Visual:

Scene: _____

Dialogue: _____

Visual:

Scene: _____

Dialogue: _____

Visual:

Scene: _____

Dialogue: _____

Visual:

Scene: _____

Dialogue: _____

Some Considerations...

Shared Values Around:

- Helping People in Poverty
- Workforce Opportunities in Communities we Serve
- Enhancement & Innovation
- Training and Continuous Improvement

Secure Permission

- Make sure you get video consent and release signed by each person
- Template provided
- Can be found [HERE](#)
- You may have your own state or local agency form

VIDEO CONSENT & RELEASE FORM

Without expectation of compensation or other remuneration, now or in the future, I hereby give my consent to _____ [legal entity/organization], its affiliates and agents, to use and share my image and likeness and/or any interview statements from me in its publications, advertising or other media activities (including the Internet). This consent includes, but is not limited to: (Initial where applicable)

_____ - (a) Permission to interview, film, photograph, tape, or otherwise make a video reproduction of me and/or record my voice;

_____ - (b) Permission to use my name; and

_____ - (c) Permission to use quotes from the interview(s) (or excerpts of such quotes), the film, photograph(s), tape(s) or reproduction(s) of me, and/or recording of my voice, in part or in whole, in its publications, in newspapers, magazines and other print media, on television, radio and electronic media (including the Internet), in theatrical media and/or in mailings for educational and awareness.

This consent is given in perpetuity and does not require prior approval by me.

Name: _____

Signature: _____

Address: _____

Date: _____

The below signed parent or legal guardian of the above-named minor child hereby consents to and gives permission to the above on behalf of such minor child.

Signature of Parent
or Legal Guardian: _____ Print Name: _____

The following is required if the consent form must be read to the parent/legal guardian:
I certify that I have read this consent form to the parent/legal guardian whose signature appears above.

Date

Signature of Organizational Representative or Community Leader

Accessibility

- Use high contrast colors
- Make transcript available if possible
- Add subtitles/captions
- Encourage clear, well-paced speaking
- Avoid bright/flashing lights
- Avoid background noise



Video Inspo!



Editing Your Masterpiece

Microsoft Video Editor (PC)

iMovie (Mac)

PowerDirector (App)

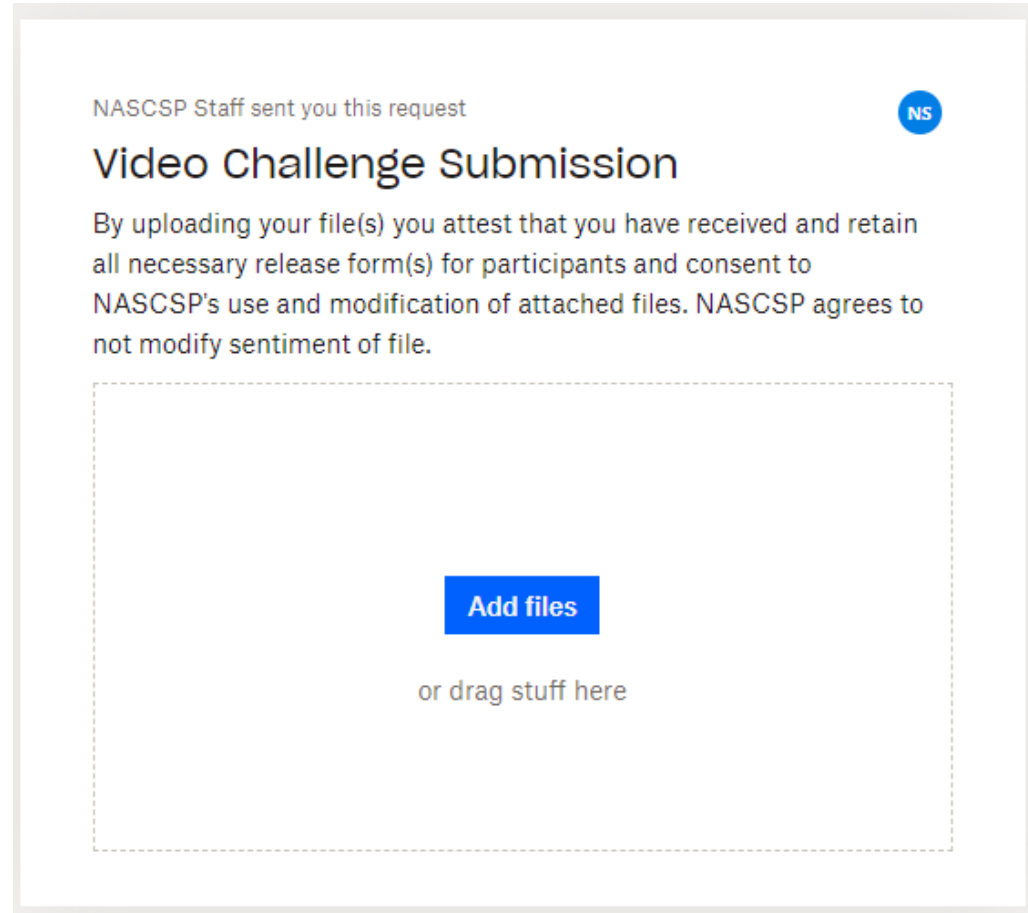
Movie Maker Online (Online)

VideoPad (App)

How to Submit!

Click this Link:

<https://www.dropbox.com/request/1v2NVDWbcj7PUFGKxXSk>



NASCSP Staff sent you this request NS

Video Challenge Submission

By uploading your file(s) you attest that you have received and retain all necessary release form(s) for participants and consent to NASCSP's use and modification of attached files. NASCSP agrees to not modify sentiment of file.

[Add files](#)

or drag stuff here

Don't forget the file naming convention!

Year_State_AgencyAbbr_Title

Ex: 22_WA_COM_Insulation

Parameters



- 1-3 Minute Video
- MP4, MOV preferred
- Due by August 31st
- Submit to our DropBox
- File naming convention
Year_State_AgencyAbbr_Title
(22_WA_COM_Insulation)

Questions?



Thank You!



National Association for State Community Services Programs

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