DISCOVER VIDEO

DISCOVER VIDEO FOR EDUCATION:
Morning Announcements

Using Video to Build School Community

Are your still reading morning announcements over a tiny public address system designed in the 1960s or stuffing a printed sheet into teachers' mailboxes?

Bring your school into the modern age!

Delivering live video morning announcements school-wide is not only amazingly easy, it's a great way to engage students, boost morale, and build a sense of community.

SETTING UP YOUR "STUDIO"

You'll need a place to record your morning announcements, but it doesn't have to be an expensive broadcast studio. Most schools use a library "reading room," classroom, storage room, or other suitable location.

Equipment You'll Need

☑ **Encoder:** Discover Video has multiple encoder options that can be used for the delivery of morning announcements:

- **Streamsie:** An app for smartphones, tablets, PCs, and Macs that provides a software solution for recording and streaming live. Can be used with internal cameras or connected to webcams or cameras with our Captiva adapters.

- **Rover:** A lightweight mobile streaming system that incorporates the Streamsie Pro encoder onto a powerful laptop computer with an HDMI adapter for capturing and streaming video and VGA.

- **Spirit:** A high performance desktop system ideal for permanent installations that require HD quality.

- **MCE:** Our Multi-Channel Encoder lets you deliver multiple video sources from one encoding platform. Ideal for internal cable TV distribution or 24x7 webcasting.

- **Mantis®:** A self-contained universal HD encoder for live HD streaming from cameras or other video sources.

☑ **Camera:** Use a modern camera with an HDMI output. That old VHS camcorder gathering dust will work, but you won't get the quality that even a cheap modern webcam provides. If you use two cameras, your second video input could also be the VGA output of a computer, allowing you to switch to show a web page, image, Powerpoint presentation, video, or anything else on that computer's screen.

☑ **Lighting:** Modern cameras will balance the light automatically, so you don't need exotic lighting systems, but bright lighting will improve the quality of the video and look more professional, so consider buying an inexpensive LED lighting system.

☑ **Microphone:** You can use the microphone that's built into the camera, but for best results a "newscaster" should have a desk or lavalier microphone. If more than one person will be speaking, consider using multiple microphones connected to an inexpensive audio mixer.

☑ **Green Screen:** If you're using the Streamsie, Rover or Spirit encoder, you'll have the ability to put images or videos behind the people on camera. To use this feature, you'll need a green screen, which could be as simple as painting a wall green, hanging a green blanket, or using a commercial green screen setup.

Example Parts List

Canon XA10 HD Professional Camcorder
- 1/3" CMOS Sensor
- Native 1920 x 1080
- 24Mbps AVCHD Recording
- 60i, PF30, PF24, Native 24p
- 64GB Internal Flash Drive
- 10x HD Zoom Lens
- Dual SD Memory Card Slots
- 3.5" Touch Panel LCD Screen
- Dual XLR Inputs w/Detachable Handle
- Waveform Monitor, Peaking, Zebra 70/100
- Built-in Microphone, supports external mic

Magnus VT-3000 Tripod with Fluid Head and Dolly
- Supports 6.6 lb (3 kg)
- 65mm Ball Diameter
- Quick-Release Plate
- Fixed Counterbalance
- Separate Pan/Tilt Locks
- 2 Stage Leg Design
- Mid Level Spreader
- Adjustable Wheel Base
- Independent Wheel Locks
- 31" Doorway Width

Microphone Kit
- Shure SM58
- XLR Cable & Boom Mic Stand
- 20' cable

Desk Stand

Bescor LED-200K Twin 300W Kit
- Two LED Light Panels & Stands
- 304 5mm LEDs Per Panel
- 300W Equivalent Output Per Panel
- 5500K Color Temperature
- 15-100% Brightness Dimmer
- Two Soft White Diffusers
- Two Orange Correction Filters
- Stands Feature 74" Max Height

HDMI Cable, 15 foot

HDMI Mini Adapter

Instructions

1. Mount camera on tripod; connect camera to power supply (charger)
2. Mount microphone on stand; connect microphone to cable; cable to camera (if not using camera internal mic)
3. Mount lights on stands; connect to AC power using provided adapters.
4. Connect HDMI adapter and cable to camera; connect to Captiva HDMI input (Spirit, Rover, Streamsie, MCE, Mantis)

You May Also Need
- Power cord extension; power strip for lights, camera power supply
- SDHC Memory Card (Class 10 UHS-1) for camera recording

RECORDING YOUR ANNOUNCEMENT

The typical morning announcement program is about 10 minutes long. It starts with a pre-recorded introduction, pre-recorded Pledge of Allegiance and moment of silence, and then switches to the "talent" who read the news, weather, and talks about special events. Sometimes they have a guest on their "show" such as a local or national celebrity, teacher, or other person of interest.

Pre-Recorded Messages

Before you begin recording regular announcements, create a video called "Pledge of Allegiance." You can record this in your new studio, but you may wish to use a video editor and create a video with professional polish. For example, your video might start with a picture of your school and play dramatic music. The video might then ask students to "Please stand for the Pledge of Allegiance," followed by a reading of the pledge accompanied by a video of a waving flag. The video might then show interesting shots of your school set to dramatic music, followed by an announcement saying, "And now, here is today's news."

Load this video into the Streamsie Pro "File as Input" function.

You might want to make another video to end your broadcast, perhaps with music and a credit roll. You can also load this into Streamsie Pro "File as Input."

Live Streaming vs. Recording

You can record your live broadcast on the DEVOS server or from within Streamsie. You don't have to stream live. You can go through exactly the same steps but press only the Record button, allowing you to decide if each "take" is good enough and repeat it if necessary. The Record feature can also be used to allow someone who missed your live newscast to view it after the fact.

Making Students the Stars

For your daily broadcasts, be sure to make your students the "stars." Student participation keeps students interested and helps to build and reinforce the school community. Students love it. Like everyone, their confidence and their skills grow with practice.

DELIVERING THE PROGRAM

Now that you've created your announcement, you need a way for people to watch it.

TVs, Devices & Digital Signage

Most modern classrooms are equipped with a computer attached to a projector or "smart board" capable of displaying video. For classrooms still using TVs, the live video can be delivered by simply selecting it on an inexpensive device connected to the TV. Switching on the TV to view a live broadcast is as simple as clicking on a web page or navigating a TV menu with a remote control. The old coax "CATV" system is obsolete.

Students and staff members can also watch announcements on computers, cell phones, and tablets.

If your school uses the Discover system's built-in Digital Signage, at a touch of a button the signs can be interrupted to display the morning announcement, then return to their normal display when the announcements are over.

If you're using Discover Video to deliver morning announcements, you can also use the system to stream conventional TV channels to classrooms, boardrooms, and desktops, eliminating legacy "CCATV" systems.

Putting Your Announcement Together

Monitor your camera(s) on Streamsie and switch your templates as desired. When ready to start, press the Stream button, then select your introduction "Pledge of Allegiance" video, which will be broadcast to your viewers. When that is complete, turn it off to show your camera video.

As the newscast progresses, you may switch to other video sources, change templates, add titles or overlays, etc. When the newscast is over, select the pre-recorded ending video, and when the broadcast is complete, simply stop streaming.

Parental Engagement

While you can opt to deliver your morning announcements only inside your firewall, you can also allow it to be viewed on the public Internet, allowing parents to stay engaged by viewing from home, at their workplace, and on their cell phones. Allowing parents to "tune in" enhances parental engagement and allows them to stay informed about their child's life on a daily basis.

Live and/or recorded school morning announcements engages students and staff alike. It is affordable and easy to do with the Discover Video system. Nothing communicates better than sight and sound, and in today's connected, social media world, students expect nothing less.