

Chisholm School District School Board Meeting Agenda

Monday, September 12, 2022 at 5:00 PM

Addendum

Chisholm School Board Room

I. Action Agenda

A. Motion to approve the hiring of Captivate Media Consulting for
Referendum Videos. 2

Attachments:

Captivate Media Consulting 2

II. Discussion

A. Monday, January 2, 2023, New Year's Day "observed" Federal Holiday.



USING STORY TO POSITIVELY IMPACT EDUCATION

REFERENDUM VIDEOS

Captivate Media + Consulting can Create Strategic Videos for Your Community

WE ARE CAPTIVATE MEDIA

- *VIDEO*
- *MOTION GRAPHICS*
- *GRAPHIC DESIGN*

Captivate Media + Consulting is a team of digital content creation and strategy experts who serve the K-12 education market. We work alongside school districts and partners to bolster their referendum communication strategy with our award-winning video, motion graphics and graphic design that drive results.

Since our company started in 2014, more than 90% of the campaigns we have assisted with have been successful. We are uniquely positioned as experts in storytelling, education and communication.

WHY CAPTIVATE?

We Understand Schools

Our expertise in schools and referendum messaging helps streamline the process and takes less district staff time.

We Minimize Disruption

Our experience working in classrooms every week gives us the upper hand in calming a group of rowdy second graders after a camera enters the classroom and reassuring a nervous teacher during the interview process.

We Are Flexible

Our team of cinematographers and editors allow for production schedules to be set on your terms. We are full-time professionals who have a vested interest in the overall success of every project.

We Create Work Quickly

We know time is of the essence when working on referendum projects. Our team can help plan, create, and deliver content in a time frame that meets the needs of our clients.



LIST OF VIDEO OFFERINGS

Content/Type of Video

Length

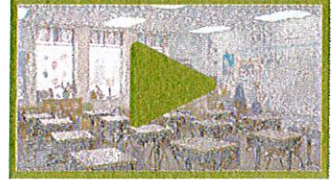
Cost

Example (Click Below)

Live Action Storytelling Video: Referendum overview video to help explain the referendum to internal and external audiences.
Example: Park Rapids Area Schools

3 - 4 minutes

\$7,000 - \$10,000
(depending on travel and complexity)



Hybrid Storytelling Video: Referendum overview video to help explain the referendum to internal and external audiences. This video will incorporate more voice-over and motion graphic elements.
Example: Red Wing Public Schools

3 - 4 minutes

\$7,500 - \$10,000
(depending on travel and complexity)



Animated Storytelling Video: Animated video that require additional visual explanations such as the complexity of school funding to voters.
Example: ISD 518 (Worthington Public Schools)

1 - 3 minutes

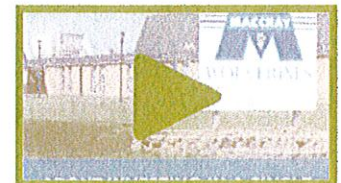
Approximately \$3,000 per edited minute



Shorter Content Optimized for Social Media: For all three offerings above, we advise repurposing the content for the creation of shorter, more focused video content optimized for social media.
Example: MACCRAY Public Schools

< 60 seconds

\$900 when bundled with a video package



Short Storytelling Video: A series of videos that each focus on one or two key interviews speaking directly about a specific, key message.
Example: Mora Public Schools

< 60 seconds

\$1,500 - \$2,000 per video when bundled with 3+ videos



Ag2School Template Video: Customized template Ag2School animated video to help explain the Minnesota Ag2School tax credit to voters.
Example: Staples-Motley School District

2 minutes

\$1,000 individually, \$500 when bundled with video package

