Before the Workshop Begins:

- Introduce Yourself to Someone Sitting Next to You:
  - Your name
  - Geographic areas you research (e.g. Adams County, PA, Ireland, etc.)
  - What your thoughts are about making a video – topic and storyline
EASILY CREATE A VIDEO OF YOUR FAMILY RESEARCH

Genealogical Society
Of Santa Cruz County

Dr. Jan Joyce Ahrens
Agenda

I. PREPARATION
   Topic, audience, materials, visual elements and length

II. CREATION
   Script, Images, visual effects, fun elements, recording, editing

III. TECHNOLOGY
Short Clip Example

<table>
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<th>No. of Schedule</th>
<th>ROAD, STREET, No. and No. of HOUSE</th>
<th>NAME and Status of each Person</th>
<th>RELATION to Head of Family</th>
<th>AGE as of 30 June 1861</th>
<th>OCCUPATION</th>
<th>WHERE BORN</th>
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I. Preparation:
   a. Determine Topic

- Narrow topic
- What are your ideas right now for topics?
- Ideas to focus on:
  - One individual
  - A Family
  - One immigrant’s journey
  - A soldier and experience during a war
  - Families in one geographic location
  - An interesting family story
  - Proving or disproving family lore
  - In memory of someone
  - A criminal
  - A politician
  - A woman and her role
  - An occupation – e.g. were several of your ancestors tailors?
  - A person who had humble roots then became successful
  - Generations of a family who didn’t move out of a geographic area for many years
  - Someone involved in a part of the country’s history – e.g. moved west for the Gold Rush
  - An artifact handed down in the family
  - What other ideas do you have?
I. Preparation:
   b. Identify Audience

- Who will watch your video?
  - Family – what are the age ranges?
  - Friends – what will they care about that is interesting?
  - Clients – what will they want to watch, watch again, and share?
- Will you be with them when they watch the video? Or will they watch it online? A Reunion?
I. Preparation:

c. Gather Material

- Create a folder on your computer just for this video
- Find all existing materials you may use and put in folder
- What kinds of things do you think we should gather?

- Documents & records:
  - Vital records – birth, marriage, death
  - Church records – baptism, marriage, burial
  - Census records
  - Land, deed and tax records
  - Probate records and wills
  - Newspaper articles
I. Preparation:
  c. Gather Material (cont’d)

- Images:
  - Photos
  - Videos
  - Albums
  - Maps
- Family histories
- Family trees
I. Preparation:
c. Gather Material (cont’d)

- Artifacts
  - Family Bibles
  - Signatures, Letters
  - Medals
  - Guns
  - Furniture
  - Tools
  - Yearbooks
  - Jewelry
  - Craft, Needlework, Embroidery, Quilts
  - Other ideas?
I. Preparation:

d. Curated Content

- Curated material:
  - Maps
  - Surname maps
  - Images of houses
  - Ship images
  - Ethnicity insights

- Historical insights and facts:
  - Macro economy
  - Immigration patterns
  - Religion
  - War
  - Natural disasters or famines
  - Politics

- Other ideas for curated material?

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I. Preparation:

d. Curated Content (cont’d)

- Copyright Considerations
- How to search for curated content, keywords:
  - “Public domain”
  - “Free”
  - “Copyright free”
  - “Royalty free”

- Plus your intended item (e.g. “image of civil war uniform”)
- Cite your source
I. Preparation:

d. Curated Content (cont’d)

- **Google**
  - Search keywords (e.g. 1900 currency)
  - Click on ‘Images’
  - Select ‘Tools’
  - Select ‘Usage Rights’
  - Click on ‘Labeled for Reuse’
  - Filtered results are then able to be used
I. Preparation: d. Curated Content (cont’d)

Photos and Images

- Wikimedia.org
- Flickr.com
- MorgueFile.com
- UnrestrictedStock.com
- Pixabay
  - FreeDigitalPhotos.net

Maps

- Library of Congress
  - Contemporary Maps
    - http://www.loc.gov/topics/content.php?subcat=92
  - Historical Maps
    - https://www.loc.gov/maps/collections/

- Microsoft Research Maps
  - http://www.mapcruzin.com/

- Check county archives online
I. Preparation:

e. File Visual Elements

- Place a copy of all material in your new folder dedicated to the video.
- If file is large, you can delete after the video is finished (if it is duplicate material).
- After writing, you will number each item in the sequence it appears in the video.
I. Preparation:

f. Determine Approximate Length

- Videos can be any length.
- Too long may lose audience’s attention.
- Suggested length of ~10 minutes but depends on the audience and venue.
- A 10-minute video would be approximately 1,500 words.
  - ~150 words per minute
II. Creation:
   a. Write Script

- Brainstorm on what you’d like to include
  - Look through your files (on that person, topic, etc.)
  - Write ideas down (web or other)
  - Identify items you don’t have that would enhance the video and the audience’s understanding and memory of it
II. Creation:
a. Write Script (cont’d)

- Organize material:
  - Sequentially
  - So the story works
  - Other ideas?

- Write continuously

- Leave placeholders for additional research items (do later)

- Add placeholders for images (see in red)
II. Creation:
   a. Write Script (cont’d)

- Highlight interesting facts (include images if possible):
  - He had $20 in his pocket when he came to America
  - They spoke German in the household
  - “My son Samuel, who had the misfortune of being deaf and dumb.”

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II. Creation:

a. Write Script (cont’d)

- Writing the introduction and conclusion happens more easily at the end
- Read aloud
- Rewrite and edit
  - And again…
II. Creation:

a. Write Script (cont’d)

15a) Declaration
16) Zoom on signed name

8a) FUNK Mathias 1913 Marriage Priest.tif
8b) FUNK Mathias 1913 Marriage Priest 2.jpg
9) FUNK Mathias 1917 WWI.jpg
10) Michigan Ave.tif
11) Carpenter.jpg
12a) FUNK Mathias 1917 Employer.pdf
12b) FUNK Mathias 1920 employment.tif
13) FUNK Mathias 1920 Census.jpg
14) Williams St.tif
15a) FUNK Mathias 1920 Naturalization.jpg

On February 4, Mathias became a legal citizen. He had to state that they personally knew Matthias. The government’s witnesses were Paul Walter and Susanna Fendt. The families did not yet seem to realize that this was their brother.
II. Creation:
   b. Import Images into Software

- Import all your numbered images into your video making software
- The numbering should put them in the order you want to show them
II. Creation:
c. Add Visual Effects

- Text and titles
  - Helps to reinforce certain points that could be in the audio script
- Transitions between images
  - Gives cues to changing subjects
II. Creation:
   c. Add Visual Effects

   - Image cropping
     - Highlights pictures or items on a document
     - Placing a box around certain text
   - Zooming
   - Enhancing images to black and white, sepia tones, etc.
II. Creation:

d. Include Fun Elements

- Include members of the family
  - In voiceovers, video clips, brainstorming ideas, recorded family lore
II. Creation:

d. Include Fun Elements (cont’d)

- Recreate old photographs with family members
II. Creation: 

   d. Include Fun Elements (cont’d)

   □ Show outtakes if you’ve included family members
     □ Everyone loves to laugh
   □ Other ideas?
II. Creation:

e. Record Script

- Who will be involved?
  - Having others help record benefits the audience with a variety of voices and it gets them engaged.
  - Use family members when possible – they become enthusiastic about the project.

- Record the script in small pieces – paragraphs from your written script.
  - It is easier to manipulate these in the video software.
II. Creation:
e. Record Script (cont’d)

- Add music intros and outros, throughout the video
  - Softens beginning and ending
  - Sounds professional
- Some music during the video may work well
- Add sound effects if appropriate
- Revise as needed
II. Creation:

e. Record Script (cont’d)

- Adapt timing of each image to your script
  - E.g. If one paragraph is 10 seconds long and there is one image to go with it, then that image should be 10 seconds long
  - When multiple images correlate to the script, time them so that they show when you are talking about each particular image
II. Creation:
f. Edit

- Tweak the script as the video evolves.
- Any audio script can be easily cut or clipped and new audio recorded.
- Images can easily be added later.
II. Creation:

f. Edit – How to End the Script?

☐ Ideas on how to end the script?
III. Technology

a. Premiere or Publish

- Premiere
  - Show the finished video from your computer

- Publish
  - Upload to YouTube (a channel is easy and free)
  - Put on Google Drive (easy and free also)
III. Technology
  b. Software

- Video Making Software
  - Mac – iMovie (comes free with new or recent Macs)
  - PC
    - MovieMaker
    - GoPro
  - Online – YouTube Video Editor
  - Lots of other paid versions
  - What have you tried?

- Microphone
  - Built in to computer
  - Earbuds (connected to computer or phone)
  - Mobile Phone
  - Stand alone microphone
  - Use quiet area with no background noise
Possible Frustrations

☐ First time will be slow.
☐ Often several iterations of writing, recording, rewriting, recording.
☐ Try to avoid additional research.

Definite Rewards

☐ Your family, friends or clients will love it.
☐ Easily shared online with others not local to you.
☐ It’s a keepsake (your own digital artifact) to share forever.

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Summary

I. PREPARATION

- Determine the topic and narrow your focus.
- Who will be your audience and where will they watch it?
- Gather all materials – documents, records, photos, artifacts and more.
- Create an organized file folder of your materials.
- Determine the length of your video.
- What additional material will enhance your story?
- Identify places to acquire the material and search.
II. CREATION

a. Write a complete pass of your script before editing
b. Bring all the images into the video making software
c. Add Visual Effects
d. Include fun elements (involve your family in writing and recording, outtakes and more)
e. Record Script (revise as needed)
f. Edit – images, script, recording and whatever is needed.
g. Premiere or Publish – at home, at a reunion, online
Thank You!

• Make a timeline for yourself to try your first video (and share it with me please)
• Additional Questions?
• Show Funk Video if time.
• jbahrens2002@yahoo.com