



# Capture and Motivate: Reigniting Youth Collaborations and Engagement

Presented by: Ralph Nickerson, Joshua Ricks, Jeremy Tillis

May 22-24



2023 ADOLESCENT PREGNANCY  
PREVENTION GRANTEE CONFERENCE

**REUNITE  
REIGNITE  
RE-ENERGIZE**

INNOVATING FOR THE FUTURE  
MAY 23-25 | ATLANTA, GEORGIA

**FYSB** Family & Youth  
Services Bureau

Adolescent Pregnancy  
Prevention Program

ADMINISTRATION FOR  
**CHILDREN & FAMILIES**

"U.S. Department of Health and Human Services Administration on  
Children, Youth and Families (ACYF) Family and Youth Services Bureau (FYSB)  
Adolescent Pregnancy Prevention Program Grantee Conference"

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# ABOUT US



**BEE BUSY, INC**

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Houston, TX 77036

713-774-8800



## OUR MISSION

Bee Busy's mission is to build a strong, healthy community by enhancing the quality of life for individuals and families.

## OUR VISION

The vision of Bee Busy Learning Academy, Inc. is that Houston will become a place where every individual has unfettered access to essential high-quality programs and services.

# MEET THE TEAM



RALPH NICKERSON  
MULTIMEDIA DIRECTOR



JEREMY TILLIS  
MULTIMEDIA SPECIALIST



JOSHUA RICKS  
MULTIMEDIA SPECIALIST

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# Before We Start

Our mission today is to share with everyone how Project CAM works and what makes it so special.

1. Social media/ Text-talk that every parent should know.
2. What we do at Bee Busy and Project CAM when it comes to help our students. How this can be added to your existing programs.
3. The importance of Teens teaching Teens. People learn best from those that look like them, talk like them, and speak their language.
4. The basics of teaching media. Teaching the teachers
5. Let's talk a few minutes to talk it out. Talk in a group to get ideal on making CAM work for your organization.
6. Podcasting on a budget. Let's talk about give a voice to everyone and why this works.
7. Talk it out. (let's take a short break to for more Q&A.
8. Interview Skills 101
9. That's A Wrap. A short networking and fun exercise to end the workshop.



# LET'S GET SOCIAL

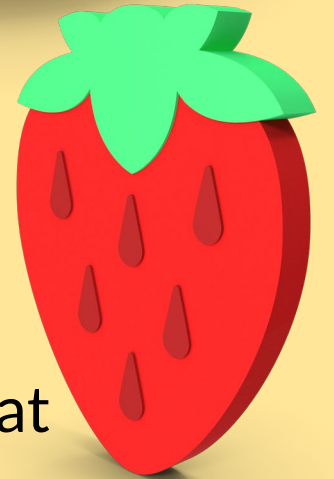
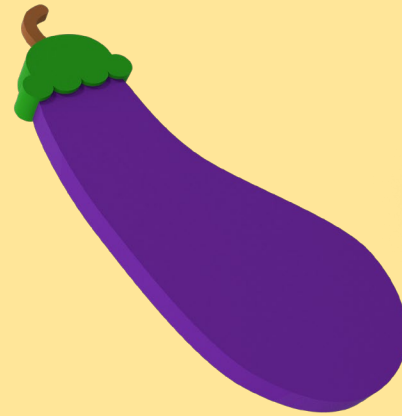


Teens and technology are both hard to keep up with. Every time you take one step forward, you realize that you're two steps behind. Here are a few things to look for that will help you catch up.

For now!



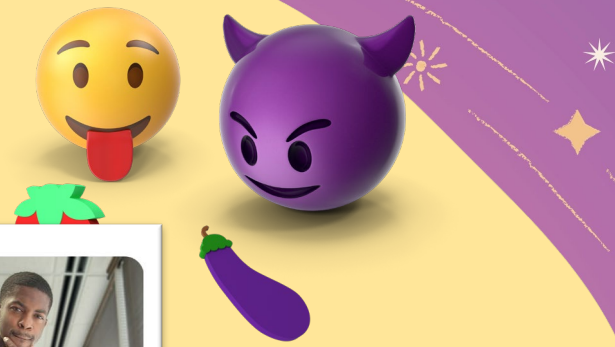
# LET'S GET SOCIAL



Teens have developed a new language to pass along messages that may look innocent on the surface. But could be something very dangerous. Here's a short list to look out for.



# LET'S SEE THEM IN ACTION



K 🐾 😜 💧

R 🔌 🍁 😞

J 👁

S 😊 🔥  
11:56 AM

K 🦋 🌬 🤪  
12:10 PM

What do you think?

Kenia Zamora (Bee Busy)

K 🐾 😜 💧

Ralph Nickerson (Murray)

R 🔌 🍁 😞

Jeremy Tillis (Bee Busy)

J 👁

Shay Arethya Dobson (Bee Busy)

S 😊 🔥  
11:56 AM

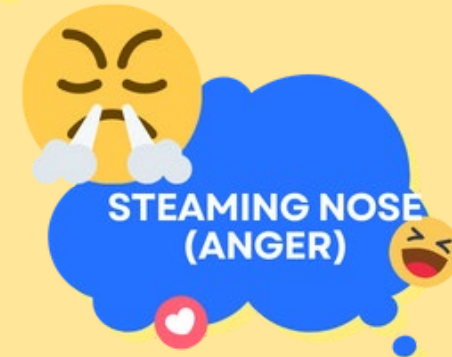
Kenia Zamora (Bee Busy)

K 🦋 🌬 🤪  
12:10 PM

Teens have developed a new language to pass along messages that may look innocent on the surface. But could be something very dangerous. Can you decipher the code?



# What Do These Emojis Mean



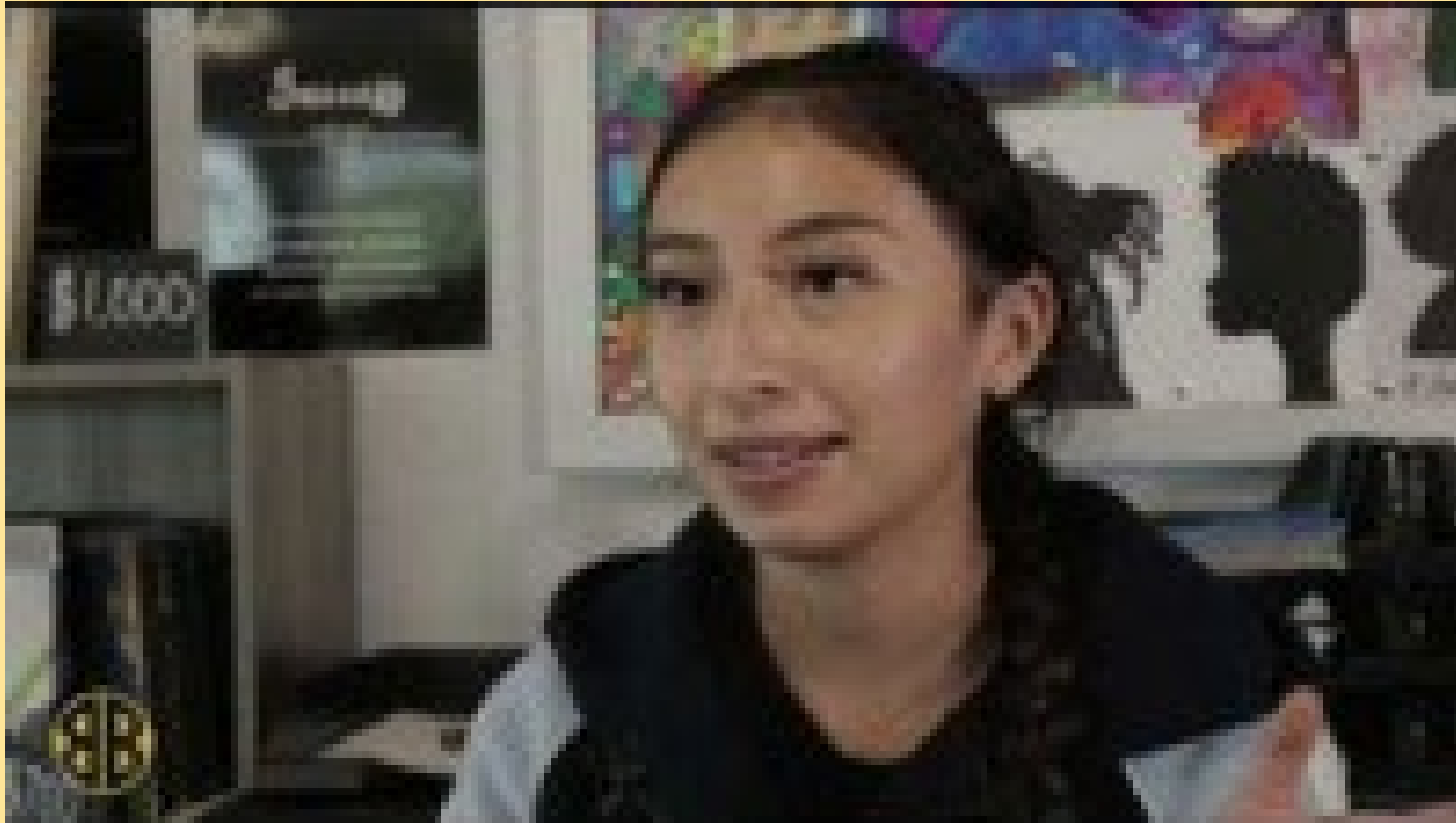
# WHAT WE DO AND WHY



# TEENS TEACHING TEENS



# Testimonial





# BASIC LESSON PLAN

- Week 1: Intro to course/ Social Media/ "Love Notes"
- Week 2: Basic Principles of Cinematography/ "Red Flags"
- Week 3: Interviewee-Interviewer Dos' and Don'ts/ "Teen Pregnancy"
- Week 4: Video Editing Pt. 1
- Week 5: Video Editing Pt. 2
- Week 6: Basics of storytelling and writing
- Week 7: Pre-Production (casting, Crew, blocking, readthrough)
- Week 8: Production (shooting the film)
- Week 9: Post-Production ( Editing, poster, social media promotion)
- Week 10: World Premiere

## GEAR NEEDED

DSLR CAMERA  
TRIPOD  
THREE LIGHT KIT  
BOOM MIC  
COMPUTER  
HARDDRIVE

# Pod Casting 101



# LET'S TAKE A MINUTE



Sitting at your table, take five minutes to discuss how implementing multi-media and social media into your programs would work. What are some Opticals ?

Let's talk about it!

# How To Interview and How To Be Interviewed

1. Introduce yourself to the crew
2. Let the interviewer know if you feel better sitting or standing
3. Let the videographer know if you talk with your hands.
4. Ask where you should look
5. Bring notes
6. Take a moment to think between answers.
7. Fake smile and say the word "Smile" in your head. Then speak and keep the smile going.
8. Don't fidget
9. Redo. If you're are not "live," stop and start from the beginning if you mess up. It will be edited. Just don't do that too many times. It helps to think then talk.
10. Always summarize your message.
11. **START EVERY IMPORTANT ANSWER WITH "I FEEL" "I BELIEVE" "I HOPE"**





# How To Interview and How To Be Interviewed

1. Know the topic
2. Decide on the interview format (audio only, live, prerecorded)
3. Determine your interview questions
4. Set the tone with some basic questions
5. Actively listen and ask relevant questions
6. Steer the conversation
7. Focus the conversation on your source
8. Conclude your interview on time
9. Ask open ended questions. No "yes" or "No" questions.
10. Make eye contact





# NETWORKING SESSION

Now let's use the skills we just learned about the interviewing process and put them into practice

## 2 Minutes

Show what you know



Visit us at  
BeeBusy.org

## Contact Us

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BEE BUSY, INC

# Session Evaluation

Please complete a brief evaluation form for all workshops and panels on Tuesday, May 23 and Wednesday, May 24 by scanning the QR code below or visiting the following link:

<https://tinyurl.com/SessEval232323>



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