

TweetID From User	Tweet	Time
71107915070705664 CommAMMO	Today at 10a Eastern: @podcaststeve is special guest for #icchat, Topic: Video 4 internal communications. Is it obsolete?	Thu, 19 May 2011 07:00:22 +0000
71164698279690240 CommAMMO	Today at 10a Eastern: @podcaststeve is special guest for #icchat, Video 4 internal communications. Is it obsolete?	Thu, 19 May 2011 10:46:00 +0000
71165358148554752 asgard	@CommAMMO imho video in internal comms really is dead for most things; or, is it cause IC just aren't using it appropriately? #icchat	Thu, 19 May 2011 10:48:38 +0000
71168094827065344 andymcnelis	RT @CommAMMO: Today at 10a Eastern: @podcaststeve is special guest for #icchat, Video 4 internal communications. Is it obsolete?	Thu, 19 May 2011 10:59:30 +0000
71195643422588928 CommAMMO	Must Read - even non-Australia. RT @j0n1: Int Comms survey: Only 29% of Aussie companies use socmed 4IC http://bit.ly/commsoscopy #icchat	Thu, 19 May 2011 12:48:58 +0000
71195895038873600 CommAMMO	RT @asgard: imho video in internal comms really is dead for most things; or, is it cause IC just aren't using it appropriately? #icchat	Thu, 19 May 2011 12:49:58 +0000
71200090110427136 CommAMMO	RT @carolyndouglas @jimmy1712: What is an intranet? http://bit.ly/DefIntranet && great post by @thoughtfarmer #icchat #ibf24	Thu, 19 May 2011 13:06:38 +0000
71201688765202432 CommAMMO	just about 45 minutes to #icchat - talking internalcomms video with @podcaststeve at 10a ET. Join us!	Thu, 19 May 2011 13:13:00 +0000
71209392233660416 podcaststeve	@CommAmmo A little about my background, for #icchat http://ow.ly/4Ye7i	Thu, 19 May 2011 13:43:36 +0000
71210791252135936 CommAMMO	Just about 10 minutes till @podcaststeve joins us to talk internalcomms video. About Steve -- http://ow.ly/4Ye7i #icchat	Thu, 19 May 2011 13:49:10 +0000
71212275679248384 CommAMMO	RT @mikebrice: Video is the future. Those that do it well will add value to comm. #icchat	Thu, 19 May 2011 13:55:04 +0000
71212368520151040 CommAMMO	@susancellura thanks for the RT Susan! #icchat	Thu, 19 May 2011 13:55:26 +0000

TweetID From User	Tweet	Time
71212556060069888 CommAMMO	@mrsjofus Andrea, thanks for the RT! #icchat	Thu, 19 May 2011 13:56:11 +0000
71212629074518016 CommAMMO	RT @ThePRCoach: Smart #ICchat tips, research: Rallying cry for Communicators #PR #iabc #commschat http://bit.ly/kMXqRH #icchat	Thu, 19 May 2011 13:56:28 +0000
71213244248899585 jgombita	RT @ThePRCoach: Smart #ICchat tips, research: Rallying cry for Communicators #PR #iabc #commschat http://bit.ly/kMXqRH [correct hashtag!]	Thu, 19 May 2011 13:58:55 +0000
71213750937583616 CommAMMO	And, it's on! Welcome to the only Twitter chat strictly about #internal communications. I'm Sean, #solopr in CLE. #icchat	Thu, 19 May 2011 14:00:55 +0000
71214102508347392 podcaststeve	I guess I should also say howdy! #icchat	Thu, 19 May 2011 14:02:19 +0000
71214201871400961 CommAMMO	Everyone, say hello to @podcaststeve, veteran broadcaster/PR maven, who is our special guest today. Please intro yourselves! #icchat	Thu, 19 May 2011 14:02:43 +0000
71214863078268928 CommAMMO	@podcaststeve Before we get started, what's new with you? Give us a flavor for how you help your clients... #icchat	Thu, 19 May 2011 14:05:21 +0000
71215175147077633 podcaststeve	@commammo Basically, we produce documentary style audio & video for web distribution for nonprofits and corporations. #icchat	Thu, 19 May 2011 14:06:35 +0000
71215292235268096 CommAMMO	RT @podcaststeve: Basically, we produce documentary style audio & video for web distribution for nonprofits and corporations. #icchat	Thu, 19 May 2011 14:07:03 +0000
71215368718401538 podcaststeve	@commammo WordPress is our publishing platform, with FeedBurner, iTunes, YouTube, all integrated. #icchat	Thu, 19 May 2011 14:07:21 +0000
71215498410463233 mikebrice	I am an internal comm at a manuf with both office and shop employees. Looking forward to tips to improve my skills #icchat	Thu, 19 May 2011 14:07:52 +0000
71215623669153792 CommAMMO	@mikebrice Welcome Mike - thanks for stopping in... #icchat	Thu, 19 May 2011 14:08:22 +0000
71215680057389056 CommAMMO	Q1 coming up #icchat	Thu, 19 May 2011 14:08:35 +0000

TweetID From User	Tweet	Time
71215679965114368 podcaststeve	@mikebrice Nice to meet you Mike! #icchat	Thu, 19 May 2011 14:08:35 +0000
71216224780029952 CommAMMO	We'll get started as the crowd takes seats. Q1: What's the biggest change you're seeing in use of video and audio? #icchat	Thu, 19 May 2011 14:10:45 +0000
71216249031507968 mikebrice	So how much should it cost to produce a 2-3 minute video in terms of cost and time? #icchat	Thu, 19 May 2011 14:10:51 +0000
71216550098636801 mikebrice	The biggest change I have seen is IT willingness to allow bandwidth for video. #icchat	Thu, 19 May 2011 14:12:03 +0000
71216580725456896 podcaststeve	@commammo A1 Biggest change is drop in cost & increase in quality of lower end equipment. I started out using Sony VX-1000 SD cams. #icchat	Thu, 19 May 2011 14:12:10 +0000
71216664766722049 CommAMMO	We'll tee up your questions as we go - DM me with them. #icchat	Thu, 19 May 2011 14:12:30 +0000
71216740876550146 podcaststeve	A1 ...now I use Kodak Zi series and PlayTouch for much of the work. #icchat	Thu, 19 May 2011 14:12:48 +0000
71216845100826624 CommAMMO	RT @podcaststeve: A1 Biggest change is drop in cost & increase in quality of lowend equip. I srtd out using Sony VX-1000 SD cams. #icchat	Thu, 19 May 2011 14:13:13 +0000
71216897814831104 CommAMMO	RT @podcaststeve: A1 ...now I use Kodak Zi series and PlayTouch for much of the work. #icchat	Thu, 19 May 2011 14:13:26 +0000
71216965825470466 podcaststeve	@mikebrice IT is typically a stumbling block. But with external hosting platforms, they shouldn't be as concerned as before. #icchat	Thu, 19 May 2011 14:13:42 +0000
71216989284220928 CommAMMO	RT @mikebrice: The biggest change I have seen is IT willingness to allow bandwidth for video. #icchat	Thu, 19 May 2011 14:13:48 +0000
71217121891332097 podcaststeve	Why I like the Kodak PlayTouch and Zi8 cams way better than Flip. #icchat http://ow.ly/4YehM	Thu, 19 May 2011 14:14:19 +0000
71217135132753920 CommAMMO	RT @podcaststeve: @mikebrice IT is typ a stumbling block. But w external hosting platforms, they shouldnt be as concerned as before. #icchat	Thu, 19 May 2011 14:14:22 +0000

TweetID From User	Tweet	Time
71217267739856896 CommAMMO	@podcaststeve @mikebrice I just worked with a client on helping them think thru alternatives on distribution #icchat	Thu, 19 May 2011 14:14:54 +0000
71217308781129728 CommAMMO	RT @podcaststeve: Why I like the Kodak PlayTouch and Zi8 cams way better than Flip. #icchat http://ow.ly/4YehM #icchat	Thu, 19 May 2011 14:15:04 +0000
71217598972444672 CommAMMO	@podcaststeve @mikebrice The "you'll bring the system to its knees!" complaint is still common in indust companies #icchat	Thu, 19 May 2011 14:16:13 +0000
71217726097596416 CommAMMO	Q2 coming up. #icchat	Thu, 19 May 2011 14:16:43 +0000
71217948307628033 podcaststeve	@commammo Bandwidth and server space issues are IT bugaboos. But with YouTube, Blip, Vimeo for hosting, I don't see why. #icchat	Thu, 19 May 2011 14:17:36 +0000
71218103417180160 CommAMMO	RT @podcaststeve: Bandwidth and server space issues are IT bugaboos. But with YouTube, Blip, Vimeo for hosting, I dont see why. #icchat	Thu, 19 May 2011 14:18:13 +0000
71218353288646656 CommAMMO	@podcaststeve Agreed -- if GM can distribute a full-on news program to a factory in Ecuador, why can't we get 90 sec to Nebraska? #icchat	Thu, 19 May 2011 14:19:13 +0000
71218729945542656 CommAMMO	Q2 from Mike - "So how much should it cost to produce a 2-3 minute video in terms of cost and time?" #icchat	Thu, 19 May 2011 14:20:43 +0000
71218836908670976 IABC	Check out the #icchat with @CommAMMO and guest @podcaststeve happening right now. Today's topic: Internal communications video.	Thu, 19 May 2011 14:21:08 +0000
71218875336900608 mikebrice	External sources like YouTube and Vimeo raise firewall issues. My corps block access to external options. Security a concern #icchat	Thu, 19 May 2011 14:21:17 +0000
71218893233995779 podcaststeve	@commammo Best way 2 get video 2 NE, IMNSHO, would be to host externally, create pages on internal (intranet?) & embed player. #icchat	Thu, 19 May 2011 14:21:21 +0000

TweetID From User	Tweet	Time
71219094279569408 CommAMMO	RT @mikebrice: Ext sources like YouTube, Vimeo raise firewall issues. My corps block access to external options. Security a concern #icchat	Thu, 19 May 2011 14:22:09 +0000
71219164676767744 podcaststeve	@mikebrice They usually block ppl from visiting sites, true, but maybe U can get them 2 open ports to allow embedded vids to stream? #icchat	Thu, 19 May 2011 14:22:26 +0000
71219387545292800 podcaststeve	@podcaststeve there r other alternatives like BrightCove, but frightfully expensive for most companies. #icchat	Thu, 19 May 2011 14:23:19 +0000
71219461998395392 IABCSOReg11	RT @IABC: Check out the #icchat with @CommAMMO and guest @podcaststeve happening right now. Today's topic: Internal communications video.	Thu, 19 May 2011 14:23:37 +0000
71219547906117633 CommAMMO	@podcaststeve @mikebrice so much of "security" concerns are abt control - I've gotten traction talking abt EE expectations #icchat	Thu, 19 May 2011 14:23:58 +0000
71219610216706048 archanaverma	RT @IABC: Check out the #icchat with @CommAMMO and guest @podcaststeve happening right now. Today's topic: Internal communications video.	Thu, 19 May 2011 14:24:12 +0000
71219621142855680 susancellura	RT @IABC: Check out the #icchat with @CommAMMO and guest @podcaststeve happening right now. Today's topic: Internal communications video.	Thu, 19 May 2011 14:24:15 +0000
71219691011579904 mikebrice	RT @podcaststeve: I like the Kodak cams way better than Flip. #icchat http://ow.ly/4YehM // Kodak mic input offers better quality.	Thu, 19 May 2011 14:24:32 +0000
71219785949650945 CommAMMO	@podcaststeve @mikebrice Employees expect the internal resources to match what they have at home - search, audio, video... #icchat	Thu, 19 May 2011 14:24:54 +0000
71219974450065408 mikebrice	It has been fun but off to a meeting. Hope you will consider night chat time so work doesn't get in the way of learning #icchat	Thu, 19 May 2011 14:25:39 +0000
71220171439734784 CommAMMO	@mikebrice Thanks Mike - certainly will! #icchat	Thu, 19 May 2011 14:26:26 +0000

TweetID From User	Tweet	Time
71220234148773888 mikebrice	RT @CommAMMO: @podcaststeve Employees expect the internal resources to match what they have at home // That's why video is key #icchat	Thu, 19 May 2011 14:26:41 +0000
71220427464261634 podcaststeve	@commammo EE = Employee Engagement? Key issue IT needs to understand. Emps can't be engaged w/customers if socmed blocked. #icchat	Thu, 19 May 2011 14:27:27 +0000
71220465078775808 CommAMMO	Q2 So how much should it cost (roughly) to produce a 2-3 minute video in terms of cost and time? #icchat	Thu, 19 May 2011 14:27:36 +0000
71220681504854016 CommAMMO	@podcaststeve EE=employees, but engagement is another issue... #icchat	Thu, 19 May 2011 14:28:28 +0000
71220715583569920 podcaststeve	@mikebrice Thanks for stopping by, Mike. Email, @ or DM if any questions. Agree that employees want same tools @ work as @ home. #icchat	Thu, 19 May 2011 14:28:36 +0000
71220733539401728 CommAMMO	RT @podcaststeve: Key issue IT needs to understand. Emps cant be engaged w/customers if socmed blocked. #icchat	Thu, 19 May 2011 14:28:40 +0000
71221094249533440 podcaststeve	@commammo ^SL A2 - cost can vary. Do it yrself with lower end tools like Flip or Kodaks, or hire big name prod cos? #icchat	Thu, 19 May 2011 14:30:06 +0000
71221136444239873 evamaierhofer	#icchat is on - everyone get involved!	Thu, 19 May 2011 14:30:16 +0000
71221275477032961 archanaverma	@CommAMMO @podcaststeve Q What's the balance betw having professionally produced versus amateur videos for internal/external use? #icchat	Thu, 19 May 2011 14:30:49 +0000
71221404212789250 CommAMMO	RT @podcaststeve: A2 - cost can vary. Do it yrself with lower end tools like Flip or Kodaks, or hire big name prod cos? #icchat	Thu, 19 May 2011 14:31:20 +0000
71221494465822720 CommAMMO	RT @archanaverma: @podcaststeve Q Whats the balance betw having pro-produced versus amateur videos for internal/external use? #icchat	Thu, 19 May 2011 14:31:42 +0000
71221519346434048 podcaststeve	Int Comms ppl can do themselves w/o spending a lot. I do a lot of interview clips w/just Kodaks. See http://ow.ly/4YhB2 #icchat	Thu, 19 May 2011 14:31:48 +0000

TweetID From User	Tweet	Time
71221784787161088 podcaststeve	@commammo @archanaverma Doesn't have to be "amateur," but certainly doesn't have to be high-end pro produced unless needed 4 b'cast #icchat	Thu, 19 May 2011 14:32:51 +0000
71221818987515906 CommAMMO	RT @podcaststeve: Int Comms ppl can do thmslvs w/o spending a lot. I do a lot of interv clips w/just Kodaks. See http://ow.ly/4YhB2 #icchat	Thu, 19 May 2011 14:32:59 +0000
71221944736956416 podcaststeve	My point, u can learn pro techniques and use them with lower end equipment. Doesn't have to look bad because you're not @NewMediaJim #icchat	Thu, 19 May 2011 14:33:29 +0000
71221976240357376 CommAMMO	@evamaierhofer @archanaverma welcome - and thank you for coming. #icchat	Thu, 19 May 2011 14:33:37 +0000
71222156549296128 CommAMMO	RT @podcaststeve: My point, u can learn pro techniques and use them w/lowerend equip. Doesnt hv2look bad cos youre not @NewMediaJim #icchat	Thu, 19 May 2011 14:34:20 +0000
71222426549235712 CommAMMO	RT @podcaststeve: Doesnt have to be "amateur," but certainly doesnt have to be high-end pro produced unless needed 4 bcast #icchat	Thu, 19 May 2011 14:35:24 +0000
71222441644531712 podcaststeve	I use 4 Kodaks, edit in Sony Vegas Pro. We sync extrnl audio, looks like I had a 6-person crew. #icchat Example - http://ow.ly/4YhPd	Thu, 19 May 2011 14:35:27 +0000
71222676831748096 CommAMMO	RT @podcaststeve: I use 4 Kodaks, edit in Sony Vegas Pro. We sync extrnl audio, looks like 6-person crew. Exmp- http://ow.ly/4YhPd #icchat	Thu, 19 May 2011 14:36:24 +0000
71222731831644161 gypsynits	phey finally made it to the chat. wat did i miss? #icchat	Thu, 19 May 2011 14:36:37 +0000
71222890388922370 podcaststeve	I think intl comms ppl gain cred from doing it in house themselves. Emps know won't be perfect, but it's done by home team. #icchat	Thu, 19 May 2011 14:37:14 +0000
71222928318005248 CommAMMO	@podcaststeve When I managed the AV team at Goodyear, two shooter/editors did great stuff - now, the bar is hi 4 b'cast #icchat	Thu, 19 May 2011 14:37:24 +0000

TweetID From User	Tweet	Time
71222941500715009 archanaverma	So true! See @shelholtz' site http://bit.ly/j1CY2q . RT @podcaststeve: @commammo Emps can't be engaged w/customers if socmed blocked. #icchat	Thu, 19 May 2011 14:37:27 +0000
71223015471460352 podcaststeve	Also, if u do yourselves, u can "be the media" and cover yr org better than any MSM reporter in for the day. #icchat	Thu, 19 May 2011 14:37:44 +0000
71223093632311296 CommAMMO	@gypsynits Hey! Thanks for coming... We're talking thru quality diffs betw self-serve and pro-produced #icchat	Thu, 19 May 2011 14:38:03 +0000
71223191971954688 CommAMMO	Q3 coming up #icchat	Thu, 19 May 2011 14:38:26 +0000
71223258820788224 CommAMMO	RT @podcaststeve: Also, if u do yourselves, u can "be the media" and cover yr org better than any MSM reporter in for the day. #icchat	Thu, 19 May 2011 14:38:42 +0000
71223310716911616 gypsynits	me thinks every #intcomms person becomes at pro at self serve, qlty improves with time #icchat	Thu, 19 May 2011 14:38:55 +0000
71223433052164096 podcaststeve	@commammo Few cos have luxury of hiring b'cast pros for internal video any more, but almost not needed for daily video. #icchat	Thu, 19 May 2011 14:39:24 +0000
71223442250268674 CommAMMO	RT @gypsynits: me thinks every #intcomms person becomes at pro at self serve, qlty improves with time #icchat	Thu, 19 May 2011 14:39:26 +0000
71223462340988928 archanaverma	+1 RT @podcaststeve: I think intl comms ppl gain cred from doing videos inhouse. Emps know won't be perfect, but done by home team. #icchat	Thu, 19 May 2011 14:39:31 +0000
71223510822944768 gypsynits	in the midst of doing a production myself.everyday is a learning and i know next time i will rock at it #icchat	Thu, 19 May 2011 14:39:42 +0000
71223734433886208 gypsynits	not to mention the goodwill and the employee connect from having attempted it myself.everyone is more accomodating #icchat	Thu, 19 May 2011 14:40:36 +0000
71223769372438528 CommAMMO	+2 RT @podcaststeve: I think intl comms ppl gain cred fr doing in house. Emps know wont be perfect, but its done by home team. #icchat	Thu, 19 May 2011 14:40:44 +0000

TweetID From User	Tweet	Time
71223811982372864 podcaststeve	@archanaverma You can also turn on a dime and cover stuff fast. If u hv to hire crew every time, you don't do as many vids. #icchat	Thu, 19 May 2011 14:40:54 +0000
71223898263404545 podcaststeve	@gypsynits I learn something on every project! ;-) #icchat	Thu, 19 May 2011 14:41:15 +0000
71224040186064896 CommAMMO	What kind of proj, can u say? RT @gypsynits: in the midst of doing a production myself. #icchat	Thu, 19 May 2011 14:41:49 +0000
71224077792190464 jgombita	(As end-user, not producer) make sure yr videos are SHORT (UNDER 2 minutes). And make it a supplementary comms channel, not only one #icchat	Thu, 19 May 2011 14:41:58 +0000
71224225721102336 gypsynits	+1 @podcaststeve I know!but there is a backlash when it goes horribly wrong,then you work hard to gain bk credibility #icchat	Thu, 19 May 2011 14:42:33 +0000
71224360102412289 CommAMMO	RT @jgombita: (As end-user, not producer) make sure yr videos are SHORT (UNDER 2 min). &make it a supplem comms chann, not only 1 #icchat	Thu, 19 May 2011 14:43:05 +0000
71224399478530048 gypsynits	@CommAMMO its a shoot with the senior leaders..less than 2 mins but has to be packed with msgs and fun at the same time! #icchat	Thu, 19 May 2011 14:43:14 +0000
71224450850365440 CommAMMO	Q3: What's on the horizon? More video, less video? #icchat	Thu, 19 May 2011 14:43:27 +0000
71224555192070145 podcaststeve	@gypsynits The trick is to have enough content to cover the "horribly wrong" and not let them know it even happened! #icchat	Thu, 19 May 2011 14:43:51 +0000
71224601530740736 CommAMMO	@gypsynits Definitely a high stress opportunity - extemp or teleprompted? #icchat	Thu, 19 May 2011 14:44:02 +0000
71224651640086528 gypsynits	Q3: more video.it opens up the channels of using mobile to send msgs & podcasts too where folks dont have to read lengthy emails #icchat	Thu, 19 May 2011 14:44:14 +0000
71224662545276928 podcaststeve	@gypsynits But we do learn more from our failures than our successes. #icchat	Thu, 19 May 2011 14:44:17 +0000

TweetID From User	Tweet	Time
71224684162711553 CommAMMO	RT @podcaststeve: The trick is to have enough content to cover the "horribly wrong" and not let them know it even happened! #icchat	Thu, 19 May 2011 14:44:22 +0000
71224701212569601 archanaverma	@podcaststeve Great points! Q. Can you point to a few online resources/websites for learning pro techniques for newbies? #icchat	Thu, 19 May 2011 14:44:26 +0000
71224839012225025 jgombita	A3. Supplementary video! Example: a video featuring HR or legal rep, indicating the rationale behind a company social media policy. #icchat	Thu, 19 May 2011 14:44:59 +0000
71224871518085121 CommAMMO	RT @archanaverma: @podcaststeve Q. Can you point to a few online resources/websites for learning pro techniques for newbies? #icchat	Thu, 19 May 2011 14:45:07 +0000
71224903969415168 gypsynits	@CommAMMO part extemp (did not want to script), rest very very large teleprompts hehehe #icchat	Thu, 19 May 2011 14:45:15 +0000
71224976593788930 podcaststeve	@jgombita I agree with short up to a point. For daily news blips or features, yes. Sometimes longer is called for. #icchat	Thu, 19 May 2011 14:45:32 +0000
71224995308769280 gypsynits	+1 on the resources ask #icchat	Thu, 19 May 2011 14:45:36 +0000
71225076300791808 CommAMMO	heehee. I kno wht u mean. RT @gypsynits: part extemp (did not want to script), rest very very large teleprompts hehehe #icchat	Thu, 19 May 2011 14:45:56 +0000
71225097465245696 archanaverma	RT @jgombita: (As end-user, not producer) make sure yr videos are SHORT (UNDER 2 mins). And make it a supplementary comms channel. #icchat	Thu, 19 May 2011 14:46:01 +0000
71225162867023873 CommAMMO	RT @podcaststeve: I agree with short up to a point. For daily news blips or features, yes. Sometimes longer is called for. #icchat	Thu, 19 May 2011 14:46:16 +0000
71225306219954176 podcaststeve	Examples of longer form video: keynote speeches, conference panels, storytelling documentaries used for fundraising #icchat	Thu, 19 May 2011 14:46:50 +0000

TweetID From User	Tweet	Time
71225325908004864 jgombita	@podcaststeve in terms of amount of material it may be called for, but I can tell you, you've lost most (or all) of my attn. at 2+ m #icchat	Thu, 19 May 2011 14:46:55 +0000
71225405260046337 gypsynits	@podcaststeve how long is too long? i presume the msg dictates it as well #icchat	Thu, 19 May 2011 14:47:14 +0000
71225499518640130 CommAMMO	RT @gypsynits: Q3: more video.it opens up channels of using mobile to send msgs & podcasts where folks dont hv 2 rd lngthy emails #icchat	Thu, 19 May 2011 14:47:37 +0000
71225522989961216 podcaststeve	BTW I have big expensive broadcast prompter. Know what I use most? PrompterPro \$10 app on iPad! #icchat	Thu, 19 May 2011 14:47:42 +0000
71225845305446400 CommAMMO	@jgombita @podcaststeve re length: But we still watch TV, films, news-topic, presentn drives viewership. Talking heads, not so good. #icchat	Thu, 19 May 2011 14:48:59 +0000
71225953673687040 gypsynits	Q3:But thin line between too much video and too little.essential to gauge audience receptiveness from time to time #icchat	Thu, 19 May 2011 14:49:25 +0000
71226036314058752 podcaststeve	@jgombita Then 4 U & demos like yours, short is better. Our pod on ovarian cancer treatment >2hrs. Thousands of downloads. #icchat	Thu, 19 May 2011 14:49:45 +0000
71226246448693249 CommAMMO	@jgombita @podcaststeve biggest issue is lack of creativity (budget, skill-related). Too many bad scripts and boring visuals. #icchat	Thu, 19 May 2011 14:50:35 +0000
71226272746975232 podcaststeve	Agree very much that longer form vids shud not b just talking heds. Don Hewitt advise to 60 Mins applies here: Tell me a story. #icchat	Thu, 19 May 2011 14:50:41 +0000
71226280208637952 jgombita	@CommAMMO @podcaststeve TV and film (screenplays) have writers and directors. Good journalist crews are trained to "tell stories." #icchat	Thu, 19 May 2011 14:50:43 +0000
71226551475257344 podcaststeve	@gypsynits Some audiences do not watch videos. Some baby boomers still not very connected, prefer newspapers/letters to online. #icchat	Thu, 19 May 2011 14:51:47 +0000

TweetID From User	Tweet	Time
71226550653169664 CommAMMO	RT @podcaststeve: Agree vmuch longer form vids shud not b just talking hds. Don Hewitt advise 2 60 Mins applies: Tell me a story. #icchat	Thu, 19 May 2011 14:51:47 +0000
71226685709758464 CommAMMO	RT @podcaststeve: Some audiences do not watch vids. Some baby boomers still not very connected, prefer newspapers/letters to online. #icchat	Thu, 19 May 2011 14:52:19 +0000
71226701555834880 jgombita	@podcaststeve can appreciate that. Betting your video on "ovarian cancer treatment" performs really well in #SEO. Audience w. need. #icchat	Thu, 19 May 2011 14:52:23 +0000
71226765472825344 CommAMMO	RT @jgombita: TV and film (screenplays) have writers and directors. Good journalist crews are trained to "tell stories." #icchat	Thu, 19 May 2011 14:52:38 +0000
71226779364376576 gypsynits	@podcaststeve agree. it depends on the age and makeup of the org.thats why a transcript to every video is called for in my case. #icchat	Thu, 19 May 2011 14:52:42 +0000
71226910994206720 CommAMMO	RT @podcaststeve: Examples of longer form vid: keynote speeches, conference panels, storytelling documentaries used for fundraising #icchat	Thu, 19 May 2011 14:53:13 +0000
71227008499187712 jgombita	@CommAMMO @podcaststeve tech stuff one thing. Real problem is making videos you THINK the audience wants, rather than what they do. #icchat	Thu, 19 May 2011 14:53:36 +0000
71227042305286144 podcaststeve	@jgombita Intl comms ppl shud be like thos journalists, understand how to tell a story with images, video, etc. Not just heds. #icchat	Thu, 19 May 2011 14:53:44 +0000
71227067961847808 CommAMMO	@gypsynits @podcaststeve What do you think of the TED vids? (Q3a) #icchat	Thu, 19 May 2011 14:53:50 +0000
71227148697997312 CommAMMO	RT @jgombita: tech stuff one thing. Real problem is making videos you THINK the audience wants, rather than what they do. #icchat	Thu, 19 May 2011 14:54:10 +0000
71227230214299649 podcaststeve	@jgombita Making videos the aud wants means ASKING them. Research! #icchat	Thu, 19 May 2011 14:54:29 +0000

TweetID From User	Tweet	Time
71227302150815745 CommAMMO	TRU DAT. RT @podcaststeve: Intl comms ppl shud blike journalists, und how 2tell story with images, video, etc. Not just heds. #icchat	Thu, 19 May 2011 14:54:46 +0000
71227386338885632 CommAMMO	YAY! Definitely. RT @podcaststeve: @jgombita Making videos the aud wants means ASKING them. Research! #icchat	Thu, 19 May 2011 14:55:06 +0000
71227436846694400 jgombita	@podcaststeve for the most part, yes. But a really compelling thinker and speaker doesn't need added visuals. Think Noam Chomsky. #icchat	Thu, 19 May 2011 14:55:18 +0000
71227589603241984 podcaststeve	@commammo TED - awesome pro vids by pro speakers. Intl coms ppl can do just as well on smaller scale. Celebrate your ppl. #icchat	Thu, 19 May 2011 14:55:55 +0000
71227709384179712 jgombita	@podcaststeve asking them or observing their searching patterns via your platforms that can be monitored/analyzed. #icchat	Thu, 19 May 2011 14:56:23 +0000
71227718322241537 gypsynits	TED doesnt always get it right.the length in most 8-20mins videos and really depends on the subject/speaker there for me to sit thru #icchat	Thu, 19 May 2011 14:56:26 +0000
71227726060716033 CommAMMO	RT @podcaststeve: TED - awesome pro vids by pro speakers. Intl coms ppl can do just as well on smaller scale. Celebrate your ppl. #icchat	Thu, 19 May 2011 14:56:27 +0000
71227848026890241 CommAMMO	We're inside of 5 minutes left for today's rather late-starting talk. One more question coming up. #icchat	Thu, 19 May 2011 14:56:56 +0000
71227853865361409 susancellura	RT @CommAMMO: YAY! Definitely. RT @podcaststeve: @jgombita Making videos the aud wants means ASKING them. Research! #icchat	Thu, 19 May 2011 14:56:58 +0000
71227884299223040 gypsynits	TED production qlty i adore though #icchat	Thu, 19 May 2011 14:57:05 +0000
71227891265961984 susancellura	RT @CommAMMO: TRU DAT. RT @podcaststeve: Intl comms ppl shud blike journalists, und how 2tell story with images, video, etc. Not just heds. #icchat	Thu, 19 May 2011 14:57:07 +0000

TweetID From User	Tweet	Time
71227943589908480 jgombita	@CommAMMO asking is good. But sometimes staff only know what they think they want, rather than range of info actually available. :-) #icchat	Thu, 19 May 2011 14:57:19 +0000
71228096405184512 CommAMMO	Yes, if you're interested, you watch. RT @gypsynits: TED ...8-20mins videos-really depends on subject/spkr there for me to sit thru #icchat	Thu, 19 May 2011 14:57:56 +0000
71228145654697984 jgombita	RT @gypsynits: TED doesnt always get it right.the length in most 8-20mins videos and really depends on the subject/speaker there for me to sit thru #icchat	Thu, 19 May 2011 14:58:07 +0000
71228266215780353 podcaststeve	@jgombita Storytelling 4 video involves pix. Show me food bank, let me hear clients, don't just hv talking hed tell me about it. #icchat	Thu, 19 May 2011 14:58:36 +0000
71228275170623488 CommAMMO	hv 2 guide thm RT @jgombita: ...smtmes staff only know what they think they want, rather than range of info actually available. :-) #icchat	Thu, 19 May 2011 14:58:38 +0000
71228381747888129 jgombita	@gypsynits when I was at session at @googlecanada, learned you can actually send YouTube clips TIMED to spot you want to highlight. #icchat	Thu, 19 May 2011 14:59:04 +0000
71228502661275648 CommAMMO	Last Q: Can you point to a few online resources/websites for learning pro techniques for newbies? #icchat	Thu, 19 May 2011 14:59:33 +0000
71228599839109120 gypsynits	@jgombita that is true!! use it extensively for unlisted videos on youtube where i want to direct attention to a quote #icchat	Thu, 19 May 2011 14:59:56 +0000
71228712267427842 jgombita	@podcaststeve like I said, depends on talking head. (Film Incendies is based on play, Scorched, which is basically 3 talking heads). #icchat	Thu, 19 May 2011 15:00:23 +0000
71228768299139073 CommAMMO	RT @jgombita: at session at @googlecanada, learned you can actually send YouTube clips TIMED to spot you want to highlight. #icchat	Thu, 19 May 2011 15:00:36 +0000
71228963757899780 podcaststeve	@gypsynits You can get good prod quality. Need right tools. #icchat	Thu, 19 May 2011 15:01:22 +0000

TweetID From User	Tweet	Time
71229005822570496 jgombita	@CommAMMO don't know if "guide" is the right word. Definitely need to communicate with staff, to determine their actual info needs. #icchat	Thu, 19 May 2011 15:01:33 +0000
71229017252048896 podcaststeve	I have a white paper available on tools to use for audio and video podcasting. You can get it here: http://ow.ly/4YigB #icchat	Thu, 19 May 2011 15:01:35 +0000
71229206280929280 CommAMMO	RT @podcaststeve: I have a white paper avail on tools to use for audio and video podcasting. You can get it here: http://ow.ly/4YigB #icchat	Thu, 19 May 2011 15:02:20 +0000
71229228745637888 jgombita	RT @podcaststeve: I have a white paper available on tools to use for audio and video podcasting. You can get it here: http://ow.ly/4YigB #icchat	Thu, 19 May 2011 15:02:26 +0000
71229242150621184 podcaststeve	@jgombita I'd suggest it's better to EDIT the video to remove the stuff you don't want to highlight b4 posting on YT. #icchat	Thu, 19 May 2011 15:02:29 +0000
71229342612598784 archanaverma	Thanks! RT @podcaststeve: I have a white paper available on tools to use for audio and video podcasting. http://ow.ly/4YigB #icchat	Thu, 19 May 2011 15:02:53 +0000
71229408156987395 gypsynits	RT @CommAMMO:RT @podcaststeve:white paper on tools to use for audio and video podcasting. You can get it here: http://ow.ly/4YigB #icchat	Thu, 19 May 2011 15:03:08 +0000
71229463467261953 CommAMMO	@jgombita Darn 140 limits! Have to balance need for audience preference vs orgnzl need - FedEx makes vid req viewing. #icchat	Thu, 19 May 2011 15:03:22 +0000
71229589078290432 susancellura	RT @CommAMMO: RT @podcaststeve: I have a white paper avail on tools to use for audio and video podcasting. You can get it here: http://ow.ly/4YigB #icchat	Thu, 19 May 2011 15:03:52 +0000
71229820817776641 jgombita	@podcaststeve in ref. to an 8-minute video you FIND on YouTube, where the spot you want to highlight is at the 3.43 min. mark. #icchat	Thu, 19 May 2011 15:04:47 +0000

TweetID From User	Tweet	Time
71229924828123136 CommAMMO	Folks, that's our time. Thanks to @podcaststeve for being here -- and to all of you.16 June time TBD is next #icchat	Thu, 19 May 2011 15:05:12 +0000
71230091597852672 podcaststeve	@jgombita A little different than creating videos for internal communications, what you are talking about. #icchat	Thu, 19 May 2011 15:05:51 +0000
71230141086433280 gypsynits	wuuahahhhhh chat ended already!note to self, next time set a reminder! #icchat	Thu, 19 May 2011 15:06:03 +0000
71230144454467584 CommAMMO	Planning a recap post for tomorrow or over the weekend. Experim w/ @rowfeeder for transcript. Pray for me. ;-) #icchat	Thu, 19 May 2011 15:06:04 +0000
71230224062361600 archanaverma	At IABC's webinar on 1 June, @shelholtz will talk about maximizing Flip cam/ video-enabled smart phones. http://bit.ly/l65L8O #icchat	Thu, 19 May 2011 15:06:23 +0000
71230236846604288 jgombita	@CommAMMO do you not get to eat your lunch dessert if you don't view "required" FedEx video? (Sounds Draconian.) Hope they're good! #icchat	Thu, 19 May 2011 15:06:26 +0000
71230311899475969 gypsynits	@CommAMMO tee hee good luck with that. will add it to my list of resources after i see the results #icchat	Thu, 19 May 2011 15:06:44 +0000
71230487196205056 jgombita	@podcaststeve of course it is. :-) It simply goes back to my point that most videos are far too long.... #icchat	Thu, 19 May 2011 15:07:26 +0000
71230513544835072 CommAMMO	@jgombita Think "morning show banter" - with pro announcers, oer/shoulder grafix/vid inserts. Pretty good... #icchat	Thu, 19 May 2011 15:07:32 +0000
71230558948167681 gypsynits	RT @archanaverma:IABCs webinar 1 June,@shelholtz will talk about maximizing Flip cam/video-enabled smrt phones. http://bit.ly/l65L8O #icchat	Thu, 19 May 2011 15:07:43 +0000
71230656075673600 CommAMMO	RT @archanaverma: At IABCs webinar 1 June, @shelholtz talks maximizing Flip cam/ video-enabled smart phones. http://bit.ly/l65L8O #icchat	Thu, 19 May 2011 15:08:06 +0000

TweetID From User	Tweet	Time
71230707833372673 archanaverma	Thanks for an excellent #icchat, @CommAmmo @podcaststeve @gypsynits @jgombita @mikebrice! Marking my calendars for next one on 16 June.	Thu, 19 May 2011 15:08:18 +0000
71230784631095296 CommAMMO	I miss @wthashtag! #icchat	Thu, 19 May 2011 15:08:37 +0000
71230825932402688 gypsynits	thank you soo much @commammo and @podcaststeve #icchat	Thu, 19 May 2011 15:08:46 +0000
71230864297697280 podcaststeve	@archanaverma If you are going, remind @ShelHoltz about why I don't like Flip Cams. He and I are old friends. http://ow.ly/4Yk7Z #icchat	Thu, 19 May 2011 15:08:56 +0000
71230887345393664 jgombita	@CommAMMO any FedEx examples available to the public? #icchat	Thu, 19 May 2011 15:09:01 +0000
71230904298774528 CommAMMO	@archanaverma @podcaststeve @gypsynits @jgombita @mikebrice Thanks so much for coming! #icchat	Thu, 19 May 2011 15:09:05 +0000
71231047127404544 CommAMMO	RT @podcaststeve: @archanaverma If URgoing, remind @ShelHoltz abt Y I dont like Flip Cams. He&#amp;l are old friends. http://ow.ly/4Yk7Z #icchat	Thu, 19 May 2011 15:09:39 +0000
71231090177744896 jgombita	@archanaverma I hope some alternatives to the Flip camera will be offered.... http://bit.ly/l65L8O #icchat	Thu, 19 May 2011 15:09:49 +0000
71231137107812352 CommAMMO	@jgombita Not a one - I saw on a site visit some yrs ago - #icchat	Thu, 19 May 2011 15:10:01 +0000
71231195802894336 CommAMMO	RT @jgombita: @archanaverma I hope some alternatives to the Flip camera will be offered.... http://bit.ly/l65L8O #icchat	Thu, 19 May 2011 15:10:15 +0000
71231423687827456 jgombita	@CommAMMO why not ask (and then share on your recap post). All FedEx can say is "no." #icchat	Thu, 19 May 2011 15:11:09 +0000
71231489785860096 podcaststeve	@jgombita Frankly most of the stuff on YT is craptastic. But the platform is great for comms pros to use to post well produced vids. #icchat	Thu, 19 May 2011 15:11:25 +0000

TweetID From User	Tweet	Time
71231869361987584 jgombita	@podcaststeve agree; ignore 95% of the links folks send me from YouTube. But besides quality, it's hard to get yr video seen/heard. #icchat	Thu, 19 May 2011 15:12:55 +0000
71231886378274816 CommAMMO	RT @podcaststeve: @jgombita Frankly most of YT is craptastic. But platform is great 4comms pros 2use 2post well produced vids. #icchat	Thu, 19 May 2011 15:12:59 +0000
71232054284652544 jgombita	.@podcaststeve btw, adore your "craptastic." (May steal and use it.....) #icchat	Thu, 19 May 2011 15:13:39 +0000
71232055312257025 archanaverma	@CommAMMO @podcaststeve @jgombita To clarify, @shelholtz will show us how to get the most out of "Flip-like cameras." :) IABCwebinar #icchat	Thu, 19 May 2011 15:13:40 +0000
71232512105525248 CommAMMO	Again, a big round of applause for @podcaststeve - Good day everyone! See you 16 June - stay tuned for time. #icchat	Thu, 19 May 2011 15:15:28 +0000
71232598558519297 gypsynits	RT @CommAMMO: Again, a big round of applause for @podcaststeve - Good day everyone! See you 16 June - stay tuned for time. #icchat	Thu, 19 May 2011 15:15:49 +0000
71232839076687872 jgombita	RT @archanaverma: @CommAMMO @podcaststeve @jgombita To clarify, @shelholtz will show us how to get the most out of "Flip-like cameras." :) IABCwebinar #icchat	Thu, 19 May 2011 15:16:46 +0000
71235833037987840 jpchurch	Shoot! Missed today's #icchat because I was uploading some #internalcomms videos to YouTube. Coincidence? Irony? You decide. See you 6/16.	Thu, 19 May 2011 15:28:40 +0000
71237267213135872 CommAMMO	@jpchurch Basta! Sorry big guy - look for recap on the weekend. Hope you're well! #icchat	Thu, 19 May 2011 15:34:22 +0000
71240079162605568 IABC_Oregon	At IABC's webinar on 1 June, @shelholtz will talk about maximizing Flip cam/ video-enabled smart phones. http://bit.ly/l65L8O #icchat	Thu, 19 May 2011 15:45:33 +0000

TweetID From User	Tweet	Time
71240362626265088 IABC_Oregon	RT @podcaststeve: I think intl comms ppl gain cred from doing videos inhouse. Emps know won't be perfect, but done by home team. #icchat	Thu, 19 May 2011 15:46:40 +0000
71308926754357248 thoughtfarmer	RT @CommAMMO RT @carolyndouglas @jimmy1712: What is an intranet? http://bit.ly/DefIntranet && great post by @thoughtfarmer #icchat #ibf24	Thu, 19 May 2011 20:19:07 +0000
70841494810005506 CommAMMO	RT @commaim: Employer branding boosted by public relations http://aweber.com/t/278IS #icchat Note my comment.	Wed, 18 May 2011 13:21:43 +0000
70841895668039680 CommAMMO	We're less than 25 hours from #icchat - talking #video for internal comms. #ibf24 had interesting discussion on @Verizon's vids... 10a Thur	Wed, 18 May 2011 13:23:18 +0000
70873944202297344 CommAMMO	tomorrow, #icchat is back - 10a ET. We're talking video for internal comms -- still relevant?	Wed, 18 May 2011 15:30:39 +0000
70900341780127744 mikebrice	@CommAMMO Video is the future. Those that do it well will add value to comm. #icchat	Wed, 18 May 2011 17:15:33 +0000
70912032991485952 CommAMMO	If any of you dig internal communication, join us tomorrow at 10a Eastern for #icchat. @PodcastSteve is guest: Video is topic! #solopr	Wed, 18 May 2011 18:02:00 +0000
70917864772734976 CommAMMO	RT @ikepigott: If you're using internal social media, forget everything you learned from Twitter and Facebook http://ike4.me/ir2 #icchat	Wed, 18 May 2011 18:25:11 +0000
70961873478098944 CommAMMO	Pleased to welcome @podcaststeve as special guest #icchat, 19 May, 10a Eastern. Topic: Video 4 internal communications. Tomorrow!	Wed, 18 May 2011 21:20:03 +0000
70962322616745984 podcaststeve	@commammo ^SL Thanks, Sean. I'm looking forward to it. Anyone with questions about video in advance, feel free to @ or DM me.#icchat	Wed, 18 May 2011 21:21:50 +0000
70962510081167360 podcaststeve	RT @CommAMMO: Pleased to welcome @podcaststeve as special guest #icchat, 19 May, 10a Eastern. Topic: Video 4 internal communications. Tomorrow!	Wed, 18 May 2011 21:22:35 +0000

TweetID From User	Tweet	Time
70963233460203521 CommAMMO	W00t! RT @podcaststeve:Thanks, Sean. I'm looking frward to it. Anyone with questions about video in advance, feel free to @ or DM me.#icchat	Wed, 18 May 2011 21:25:27 +0000
70963627116593152 susancellura	RT @CommAMMO: W00t! RT @podcaststeve:Thanks, Sean. I'm looking frward to it. Anyone with questions about video in advance, feel free to @ or DM me.#icchat	Wed, 18 May 2011 21:27:01 +0000
71001532740550659 ThePRCoach	Smart #ICchat tips, research: Rallying cry for Communicators #PR #iabc #commschat http://bit.ly/kMXqRH	Wed, 18 May 2011 23:57:39 +0000