



West River Electric
Association, Inc.

Your Touchstone Energy Cooperative



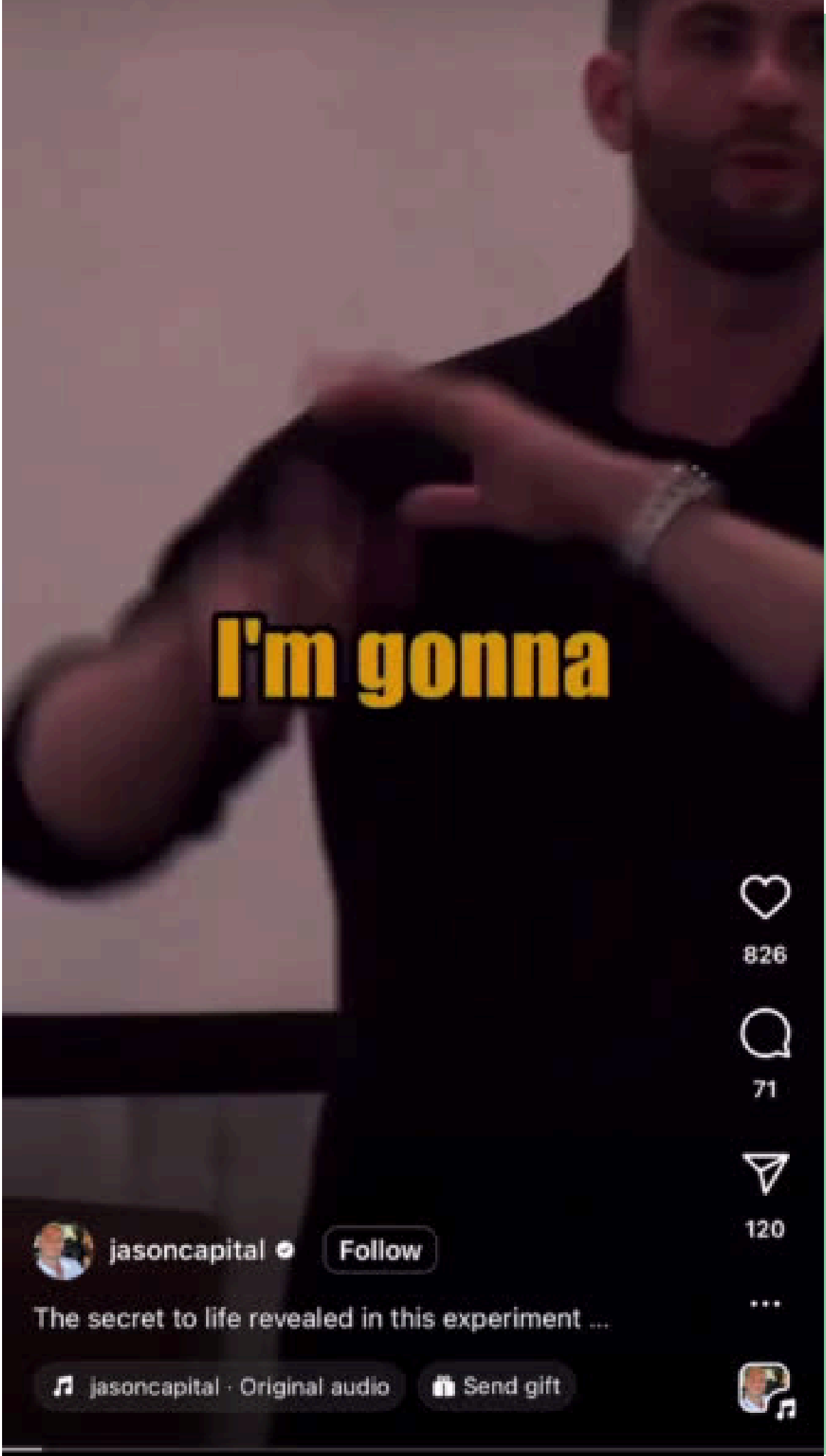
"Powering You For A Brighter Future"

CREATING IMPACT: VIDEOGRAPHY TIPS FOR TELLING THE **CO-OP** STORY

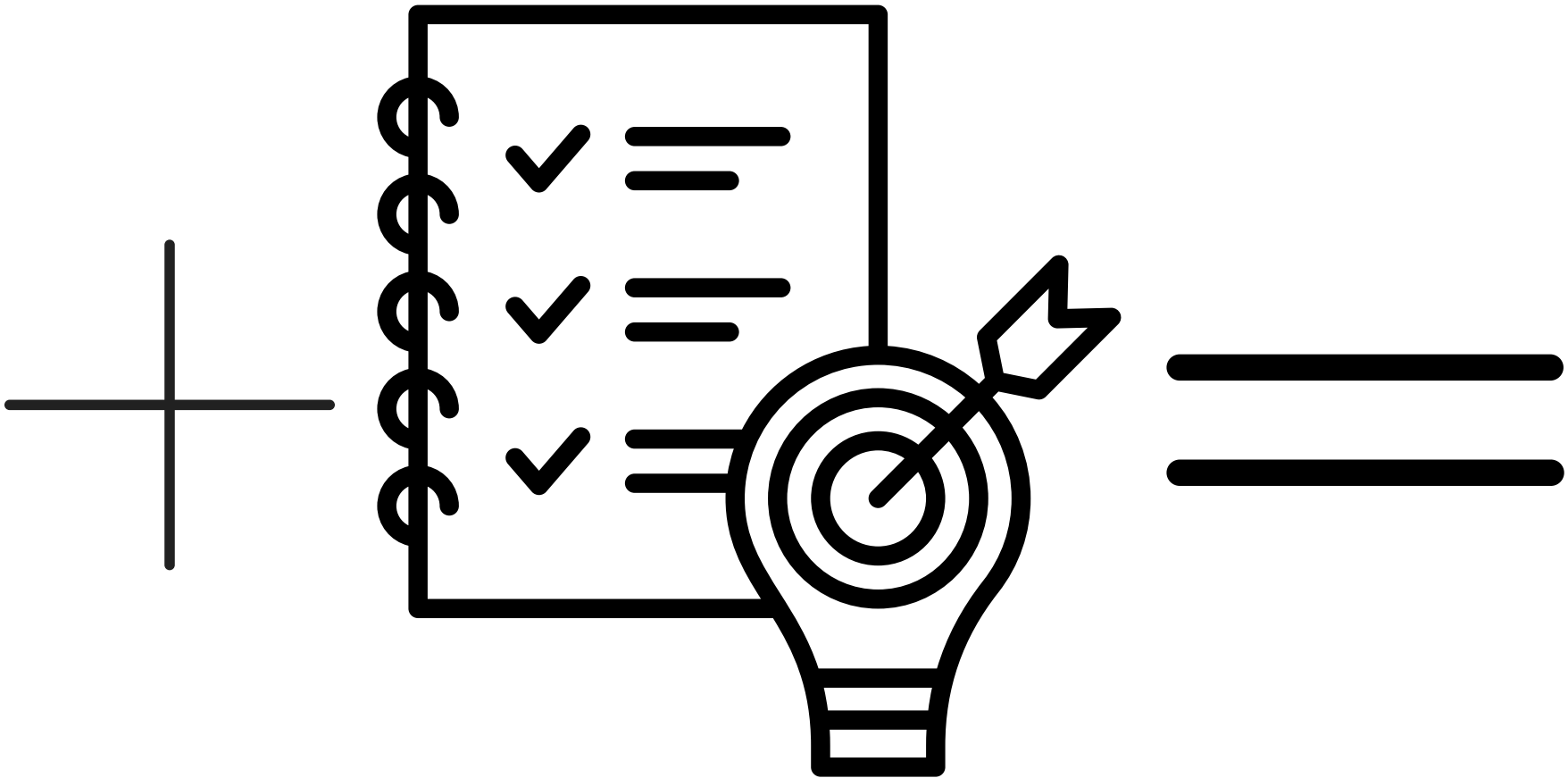
WWW.WESTRIVER.COOP

Amanda Haugen

Communications Specialist

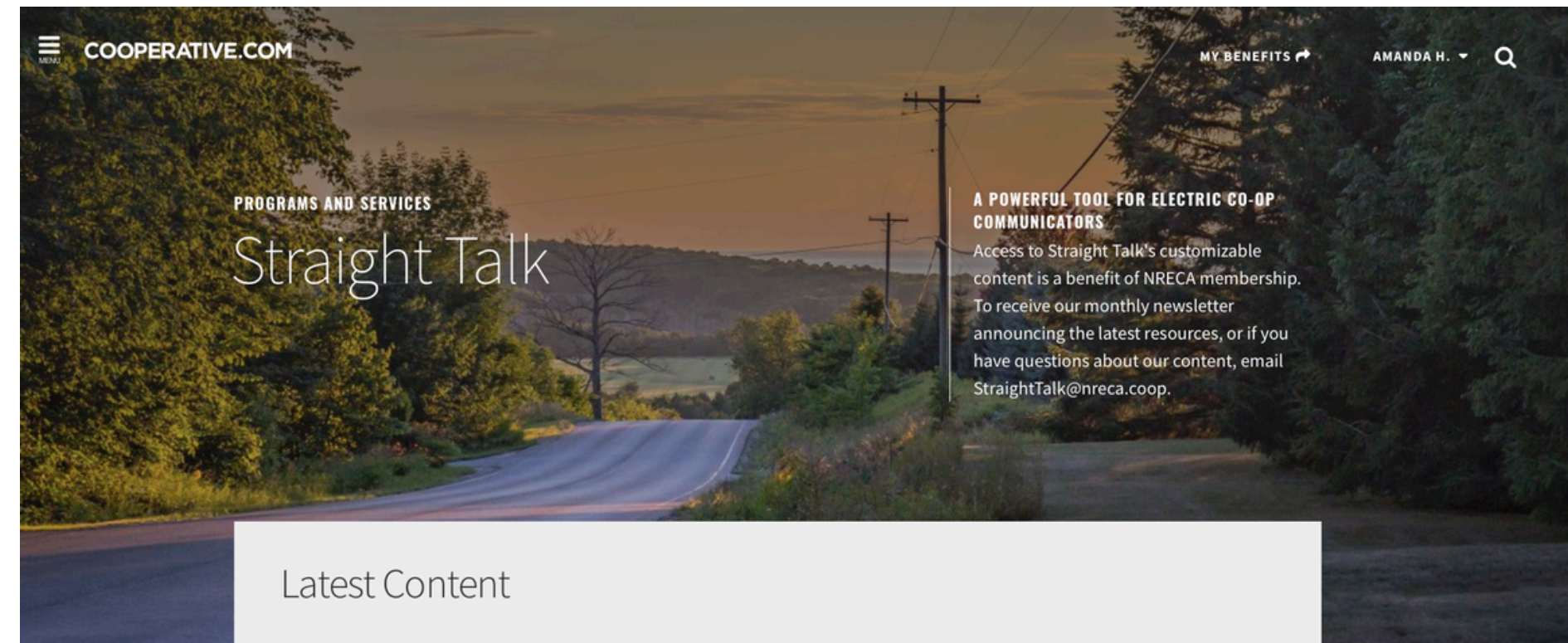


How Did We Get Started with Video?



Video Ideas

- Office closed
- What's going on at cooperative
- Capital Credits
- Linemen in action
- Energy Efficiency
- Different parts of electric grid
- What's the topic and can I keep it short
- Transparency



Latest Content

Each month, Straight Talk provides new graphics, articles and social media resources that electric cooperatives can personalize and use in their print and digital communications.

LATEST CONTENT AND ARCHIVES

2025 Editorial Calendars

[Distribution Co-ops](#) [Statewides and G&Ts](#) [Social Media Calendar](#)



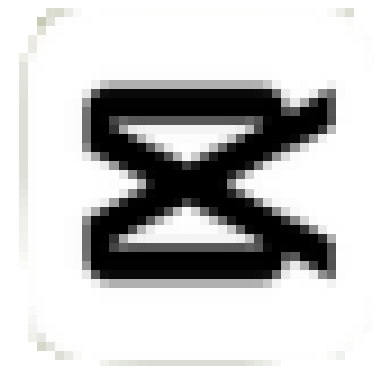
Let's Talk Editing Tools.



Premiere Pro



Adobe Express



vimeo

Recording Tips and Tricks—Equipment



Rode Wireless GO 2 Dual Compact Digital Wireless Microphone System for Filmmaking, Content Creation, Vlogging, Broadcasting, and Interviews

Brand: StreamEye
4.6 ★★★★★ 69 ratings | Search this page

Price: \$269.00

Eligible for Return, Refund or Replacement within 30 days of receipt

Style: Wireless GO II

WIGO II, (2) Lav Go \$399.00	WIGO II, SC15 1 option from \$324.00	WIGO II, SC16 \$299.00
---------------------------------	---	---------------------------

Wireless GO II
\$269.00

Recommended Uses For Product Streaming
Brand StreamEye



NEEWER Basics X12B Aluminum Alloy Liftable Teleprompter 12" for iPad Tablet Phone DSLR Camera, No Assembly, Remote & App Control, Compatible with iOS Android, Pro for Online Teaching Live Streaming

Visit the NEEWER Store
4.5 ★★★★★ (324) | Search this page
500+ bought in past month

Price: \$99.89
FREE Returns

Coupon: ☐ Apply 5% coupon Terms

Brand NEEWER
Connectivity Bluetooth
Technology Bluetooth
Hardware Bluetooth
Interface Bluetooth
Has Self-Timer No

About this item

- 【Introducing NEEWER BASICS】 Simple and practical, NEEWER BASICS is an economical product line that focuses on essential functions and designs, without unnecessary extras and materials.
- 【Upgraded No Assembly Design】 NEEWER X12B teleprompter is upgraded with an installation free design for ultimate user friendliness. Made of premium aluminum alloy, it's lightweight yet durable enough to hold your iPad, tablet, smartphone, and camera in place while making videos. The liftable platform and glass make it suitable for various photography equipment by keeping the lens always centered. It is an all in one teleprompter for presentations, online courses, and tutorial recording



Photo Video Studio 10 x12ft 100% Cotton Muslin Chromakey Green Screen Backdrop with 8.5 x 10ft Stand Photography Background Support System Kit Clamp, Carry Bag

Visit the HYJ-INC Store
4.4 ★★★★★ 80 ratings | Search this page
100+ bought in past month

Typical price: \$71.99
Business Price \$70.99
FREE Returns
You Save: \$1.00 (1%)

Color Green
Size 10x8.5 Ft
Brand HYJ-INC
Item Weight 5.2 Kilograms
Occasion Wedding

Recording Tips and Tricks-Self



Tips for Getting Employees Involved



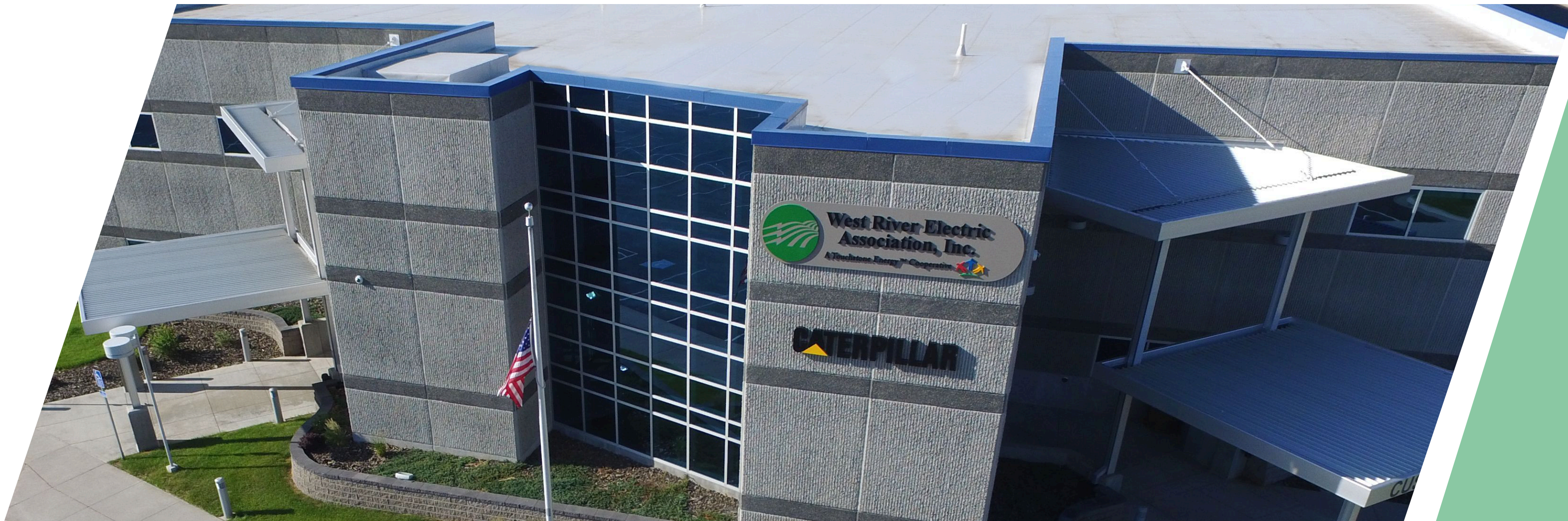
Final Thoughts

“IT GETS EASIER THE MORE YOU DO IT.”

The image features five black silhouettes of people in various celebratory poses against a golden-yellow sunset background. The silhouettes are positioned across the bottom half of the frame, with their arms raised in triumph. A semi-transparent dark rectangle is centered in the upper half, containing a quote in white text.

**“I BELIEVE THE BEST THINGS
IN LIFE COME FROM DOING
THE THINGS YOU DON’T
BELIEVE YOU CAN DO.”**

-MEL ROBBINS



THANK YOU



Direct: 605-791-6564

Cell: 605-530-3017



Amanda.haugen@westriver.coop