

Kerry Shearer's Resource List

MOSQUITO & VECTOR CONTROL ASSOCIATION OF CA | NOVEMBER 2, 2011

Receive free, periodic e-News from Kerry with social media, video and communications resources, tips, information and links! Sign up at: www.KerryShearer.com

Web site: www.KerryShearer.com (Social media, video, communications info)
Follow me: www.Twitter.com/KerryShearer (Breaking social media news content)
Contact: kerry.shearer@gmail.com (Speaking, web videos, advice & consulting)

Web & Software Resources:

Skype live video/audio calling:	www.Skype.com
Webcast your news conference, meeting, or special event live:	www.uStream.tv www.Justin.tv
Put a multi-camera TV control room on your computer for live webcasts:	Telestream Wirecast (\$449 as of 8/2011) www.telestream.net/wire-cast/overview.htm
Send big video or graphics files to others easily without attaching to an e-mail:	www.YouSendIt.com www.DropBox.com
Create a custom instant text message group of PIO's fast to keep in touch during emergencies:	www.GroupMe.com
Create a quick blog or web site with professional features and social media integration:	www.Tumblr.com www.Blogger.com www.Wordpress.com www.Squarespace.com (fee)
Schedule tweets for auto-delivery at dates and times of your choosing:	www.LaterBro.com www.SocialOomph.com
Manage and monitor your social media from one convenient control panel:	www.Tweetdeck.com www.Hootsuite.com
Find great examples of social media policies:	http://socialmediagovernance.com/policies.php
No-cost video editing (These programs are included with computer purchase or are a free download):	Windows Live Movie Maker (PC) iMovie (Apple Mac)
Low-cost video editing:	Adobe Premiere Elements 9 (PC) \$99
Professional-level video editing:	Adobe Production Premium CS5 (PC or Mac) Apple Final Cut X (Mac) \$299
Video effects (animated motion backgrounds, lower thirds, transitions, sound effects, etc.):	www.DigitalJuice.com

"Getting Started" Equipment:

Inexpensive "Flip"-style camera: Kodak Zi8 HD pocket video cam with separate microphone input:	www.Amazon.com (Recently discontinued but check Amazon. It's the only Flip-style camera with a external microphone input jack)
Audio-Technica ATR-3350 plug-in lavalier microphone for Kodak Zi8:	www.Amazon.com (\$22)
Shure X2u XLR-to-USB microphone adaptor:	www.BHPhotoVideo.com (\$99)
Zoom H2n digital handheld audio recorder:	www.BHPhotoVideo.com (\$199)

www.KerryShearer.com for more equipment info and helpful tips!