

Media Training for Small Business

Internet presence

Train to set up and use of free accounts on <http://www.facebook.com/> , <https://twitter.com/> and <http://gmail.com> .<http://www.flickr.com/> and other social media, websites; blogs; social media management and public relations.; statistics and tracking; domain name registration. Staking a claim and brand protection in the lands and time of digital communications.

Contemporary Digital Imagery & Communications

Created for and emphasising the needs of:

Artists & other Individuals,

Small & MEDIUM Sized Businesses,

Family Businesses, Freelancers,

the Self Employed,

Non-governmental Organizations

and with discounts for Civil Society Groups

Your On-line Presence; Blogging & Websites for Beginners

How to publish anything your heart commands for (nearly) free on-line.

Everything you need to know to publish text and images on-line for marketing, personal or business reasons; fee web site or paid hosting; how to get a domain name and why; free self-built websites or how & why to pay; what's a wiki?; How not to get ripped off by your webmaster/ mistress.... ; Browsers & other Web 2.0 programs you should know about, Facebook, Twitter & other Social Media;

Duration: 2x 5 hours
\$125.00

On-line Research -

How to find whatever you're interested in on the Internet.

Google and other search engines; Boolean searches; how to get yourself noticed...

Duration: 1 x 2 hours
\$25.00

MS PowerPoint #1 for Beginners

Introduces the gathering of elements for, the preparing of and creating PowerPoint Presentations
Digital Photography #1 recommended

Duration: 2 x 3 hours

MS PowerPoint #2 Advanced

For those who want to expand their presentation abilities

Duration: - 2 x 3 hours
\$175.00

NOTE: When available, the addresses for downloading (legally) free copies of appropriate programs will be provided as well as a CD of tips, tutorials and lessons will be given as "Prepared Notes" to each student.

E-mail... How to "really" use it...

What formats are best; how to properly send attachments; do e-mails really live forever?; better e-mail programs; signature files; e-mail distribution lists and listservs; spam, spam, spam and spam; free web based e-mail or ISP e-mail?; "To: CC: and BCC.:"; One E-mail address or....?

Duration: - 1 x 2 hours
\$75.00

Media Training for Small Business

Digital Photography #1 - Introduction to Digital Photography and How to Choose a Digital Camera

Choosing a digital camera; elements of a digital photo file & formats; computer programs you'll need; getting your pictures from the camera to your computer; basics of shooting digital images; framing, composition, editing, printing your photos.

Duration: 1 x 2 hours

Price: \$20 / hr or \$60/half day

MS Publisher - An Introduction

Pamphlets, posters and multi page documents

Duration: 2 x 3 hours

Price: \$20 / hr or \$60/half day

Communications Consulting

EXAMPLE

The Yellowknife Downtown Convivence Store

This store sells the standard convivence store products

and ethic food like samosas, Jamaican beef patties, chicken fajita and specialty chicken wings.

The establishment also takes orders by phone and offers free delivery in Yellowknife.

The owner has expressed an interest in having a website. He's already sold on the idea of having a web presence, but the standard websites cost a fairly large amount of money and are difficult and complicated to update and rely on potential customers finding it and being interested enough to return to it to make it worthwhile to invest the time and money needed to make it current and interesting enough to get enough traffic to justify the investment in its creation and upkeep.

The MediaMentor will help the owner set up a free account on <http://www.blogger.com/> that will will cost nothing (other than his time) to set up and maintain. The MediaMentor will also set up and show him how to use free accounts on <http://www.facebook.com/> , <https://twitter.com/> and <http://gmail.com> .

These accounts will be tied together so that posts on just one account are also automatically sent and posted to the other accounts. Analysis of account statistics can be monitored and the store owner would be shown there uses.

Digital Photography #2 - Intermediate Digital Photography, Shooting Exercises and Sharing them On-line

What all those options and settings mean on your camera; how and when to use them; available light and white balance; using flashes; what lenses you might want to consider buying and using; filters; tripods; "cable releases" & monopods; where and how to put your photos on-line; "watermarks"; common shooting problems & what to do about them; creating slide shows &/or videos.

Duration: 3 x 2 hours

Price: \$20 / hr or \$60/half day

Consulting on the purchase of digital cameras

Meeting with client in my office or at their home/place of business and using the internet I listen to the client's needs and then recommend a particular type of digital camera and accessories that will meet the client's specific needs.

Cost: Time

Price: \$20 / hr or \$60/half day

Digital Photography #3 - Digital Photo Editing with Photoshop and Managing Your Media

Introduction to Photoshop; the right way to make your images smaller & when you need to do it; photo file information; framing, composition, editing, cropping and correcting images; image manipulation and montages; special effects; organizing your images; hard drive, thumb drive or CD/DVD archives?; back-ups; model releases, copyright, licensing and sales;

Duration: 3 x 2 hours

Price: \$20 / hr or \$60/half day

Consulting on the purchase of video cameras

Meeting with client in my office or at their home/place of business and using the internet I listen to the client's needs and then recommend a particular type of digital camera and accessories that will meet the client's specific needs.

Consulting / training on internet presence

Cost: Time

Price: \$20 / hr or \$60/half day

MEDIAMENTOR

Video Publish on Demand

YourTube Video Production / Training

Training in the creation & production of video arts based releases, the medium and the distribution of them on-line at <http://youtube.com>

Projects and resources for video production are set up on an project per project basis. Discounts for non-profits.

Fees: \$300 / day, ½ day minimum

<http://www.youtube.com/user/mediamentor>

Total Upload Views: 24,360

No Prorogue demonstration

YouTubes of Yellowknife, Northwest Territories Canada

RT @Northern_Clips: Circumpolar 20100123 #YZF #NWT #NoProrogue VIDEO 01.AVI

March walkpast <http://bit.ly/7LxmXf>

RT @Northern_Clips: RT @mediamentor: YouTube 20100123 #YZF #NWT #NoProrogue VIDEO 03

France Benoit Alternatives North <http://ow.ly/ZN7v>

RT @Northern_Clips: YouTube #NoProrogue

Jean-François Des Lauriers intro Dennis Bevington MP Western Arctic speaking at #YZF #NWT
<http://ow.ly/ZQrz>

RT @Northern_Clips: RT @mediamentor: YouTube 20100123 #YZF #NWT #NoProrogue VIDEO 06

Gail Cyr <http://ow.ly/ZN5r>

#YZF #noprorgue #march B roll #NWT #video

RT @Northern_Clips: YouTube - #YZF #noprorgue #march B roll #NWT #video

<http://ow.ly/ZQH6>

Video production

I do not own a professional video camera and due to repair costs, do not want to own one. However, if your needs include a professional video shoot, I am available to arrange & produce to suite your needs to your high standards..

Equipment is available under contractual agreements with local suppliers (including videographers to run it) or the hardware is available under short term lease from outside suppliers.

Member:

Canadian Association of Journalists <http://www.caj.ca>

Canadian Artists Representation / le Front des artistes canadiennes <http://www.carfac.ca/>

Canadian Artists Representation Copyright Collective <http://www.carcc.ca/>