

Museum on Main Street has created exhibit-specific training and publicity videos to bring a dynamic, new tool for host venues. Venues will receive two different DVDs for their use.

**(1) Playable DVD**

Featuring a 20-minute program planning training video

**(2) QuickTime DVD**

Containing QuickTime and MP4 files of the promotional videos for posting online.

### **Program Planning Training Video**

This training video presents an overview of the important themes, stories, and people highlighted in the respective exhibition to inspire creative ideas for local programming and education. Each exhibition video features interviews with the curator and local state humanities program officers along with images, music, archival footage, and narrated quotes from the exhibitions themselves. It is ready-to-play on any computer or DVD player.

#### **Restrictions on Use**

Due to licensing rights limitations on music and some photographs, the training video is not for broadcast, public showing, mass duplication, or alteration. It may be shown in classrooms, program planning meetings, local club meetings, chamber of commerce, or other private events for educational or public awareness purposes.

### **Promotional Videos (Long & Short Form)**

The long and short format promotional videos were created for publicity purposes and to show potential donors or government representatives. These may be shown in classrooms, program planning meetings, local club meetings, chamber of commerce, or other private events for educational or public awareness purposes. These videos are also available online at the Museum on Main Street YouTube Channel: "museumonmainstreet."

#### **Format on DVD**

H264 QuickTime files (.mov)

MP4 files

### **I. Long Format promotional video – Exhibition Preview**

This was edited as a trailer for the exhibition, providing a short summary of the content and design features.

#### **Use**

The video is clear for online and public display.

## **II. Short Format promotional video – Exhibition Trailer**

All videos are 30 seconds approximately. These are cleared for the music and image use to use on television.

### Length

30 seconds (27 seconds with 3 second venue information slide) with Bars and Tone preceding.