



Craig Latimer
Supervisor
of Elections

GOVERNOR'S STERLING AWARD RECIPIENT

LIGHTS,
CAMERA,
ACTION!

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Representing Craig Latimer,
Hillsborough County Supervisor of Elections

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THE POWER OF VIDEO

- Show something
- Simplify something
- Get personal

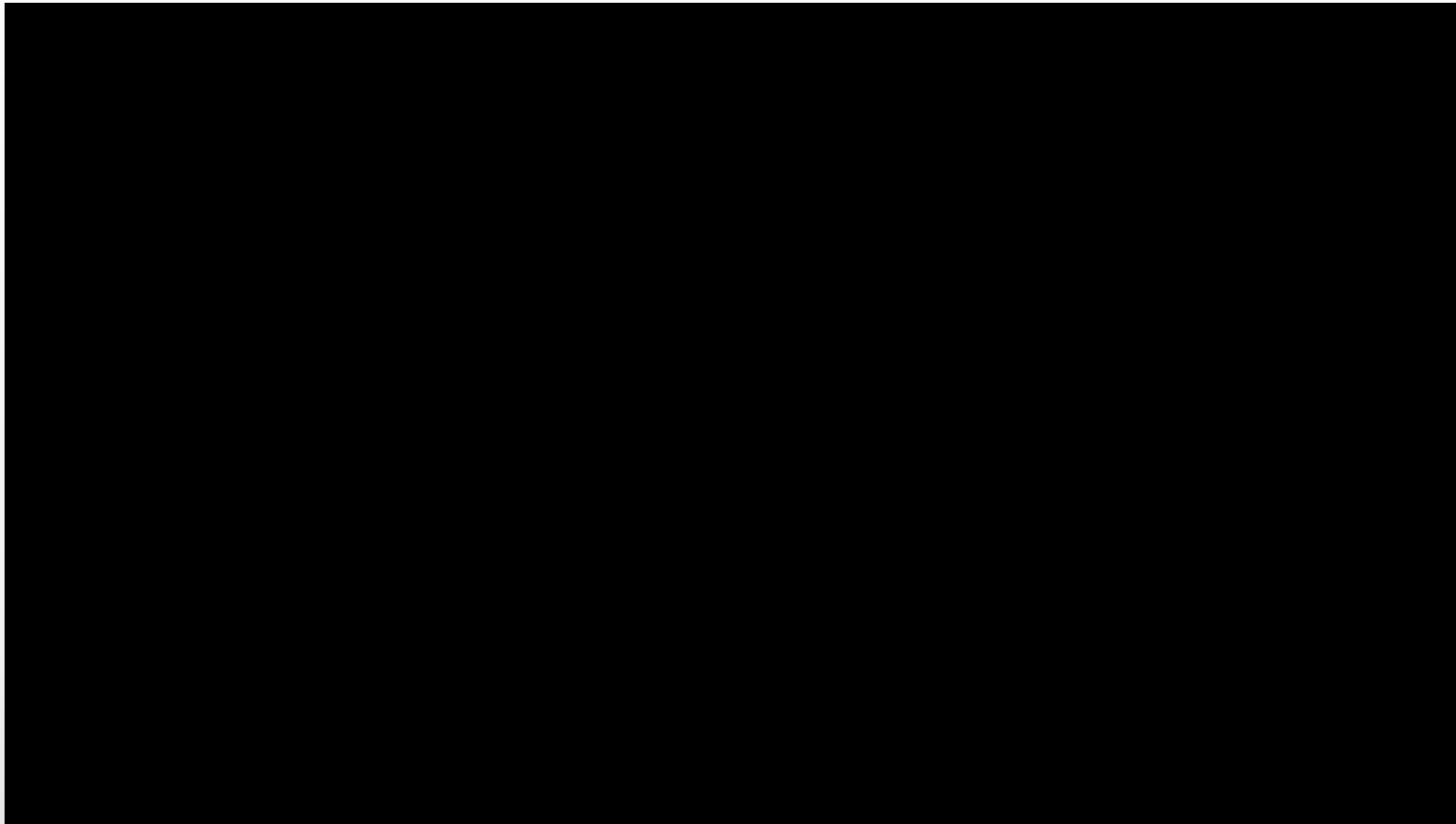
ENGAGING THE VIEWER

- Use natural sound
- Let it breathe
- Short segments
- Conversational language
- Words on screen

TIPS

- Think visually – what can you show?
- Shoot more than you think you need
 - wide shot
 - medium shot
 - close ups
 - different angles
- Cover the soundbite to show what's being discussed
- If it's moving, stay still

FOX 13 BEHIND THE SCENES



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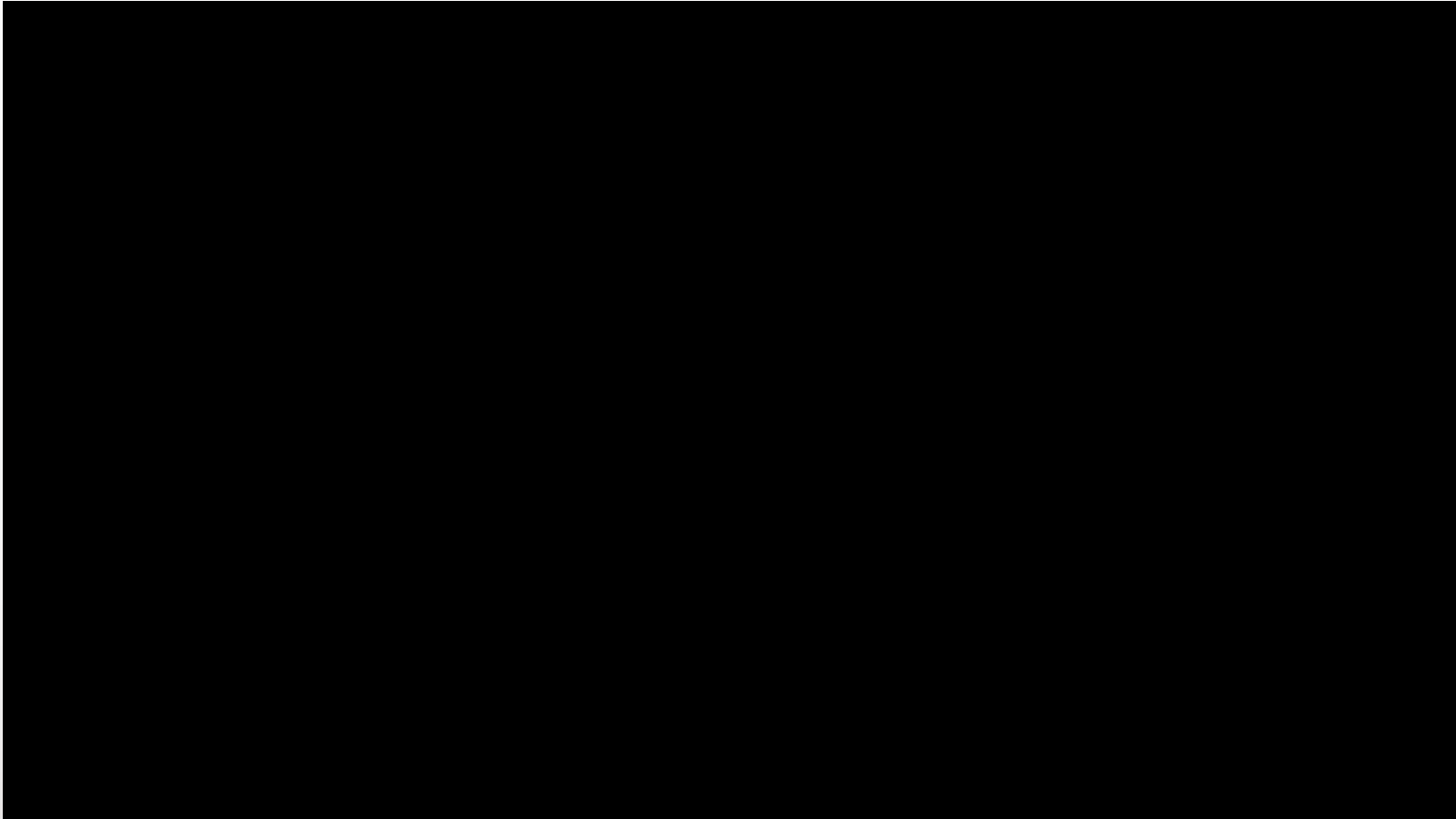
Our Vision: To be the best place in America to vote

GOVERNOR'S STERLING AWARD RECIPIENT

TAKEAWAYS

- The power of natural sound
- Behind-the-scenes
- Planned out visuals
- Transparency gives voters confidence in your office

VOTING IN PERSON



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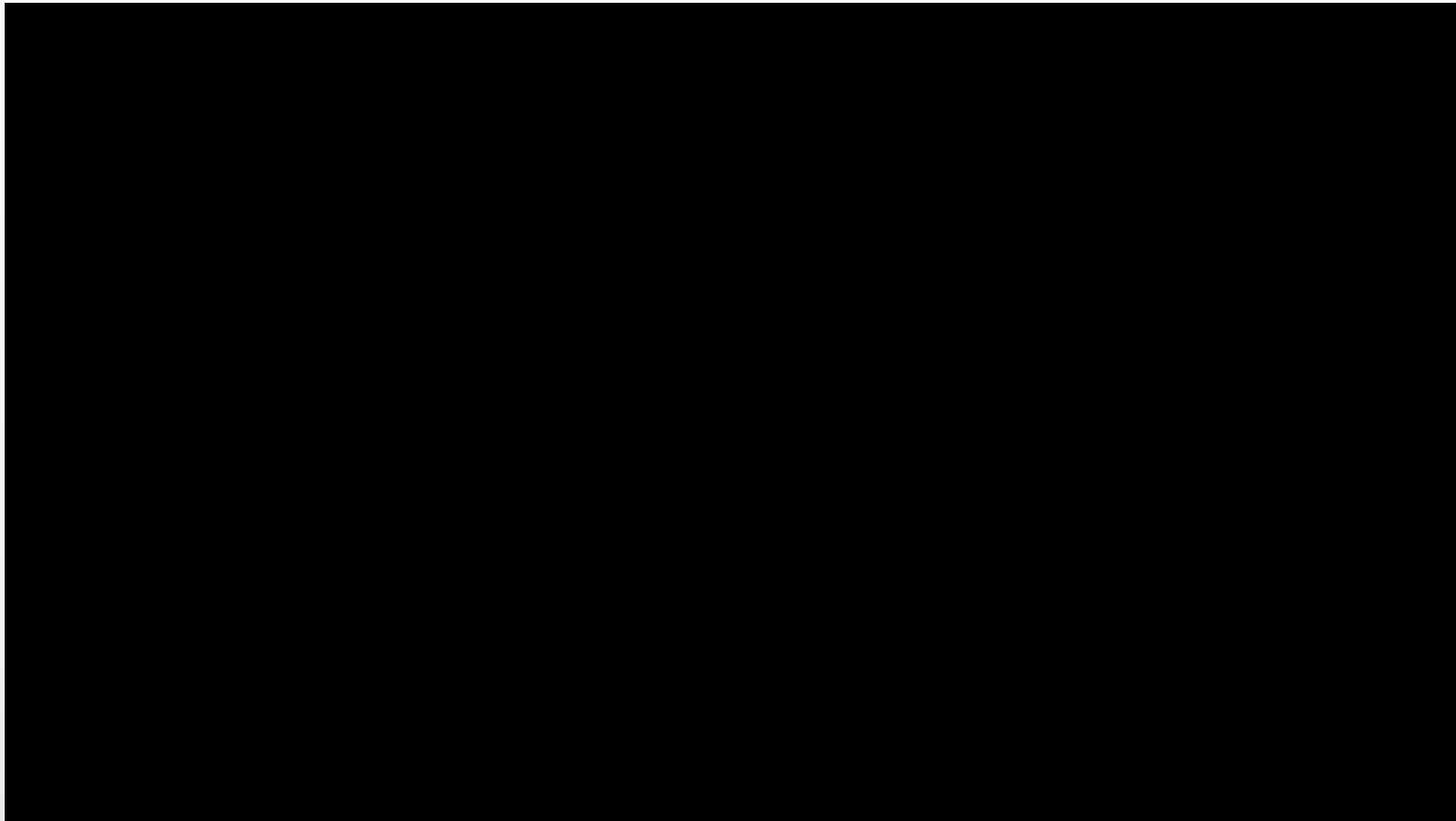
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TAKEAWAYS

- Simple and to-the-point
- Personalized
- Makes first-time voters comfortable with voting process

A CONVERSATION ABOUT PROVISIONAL BALLOTS



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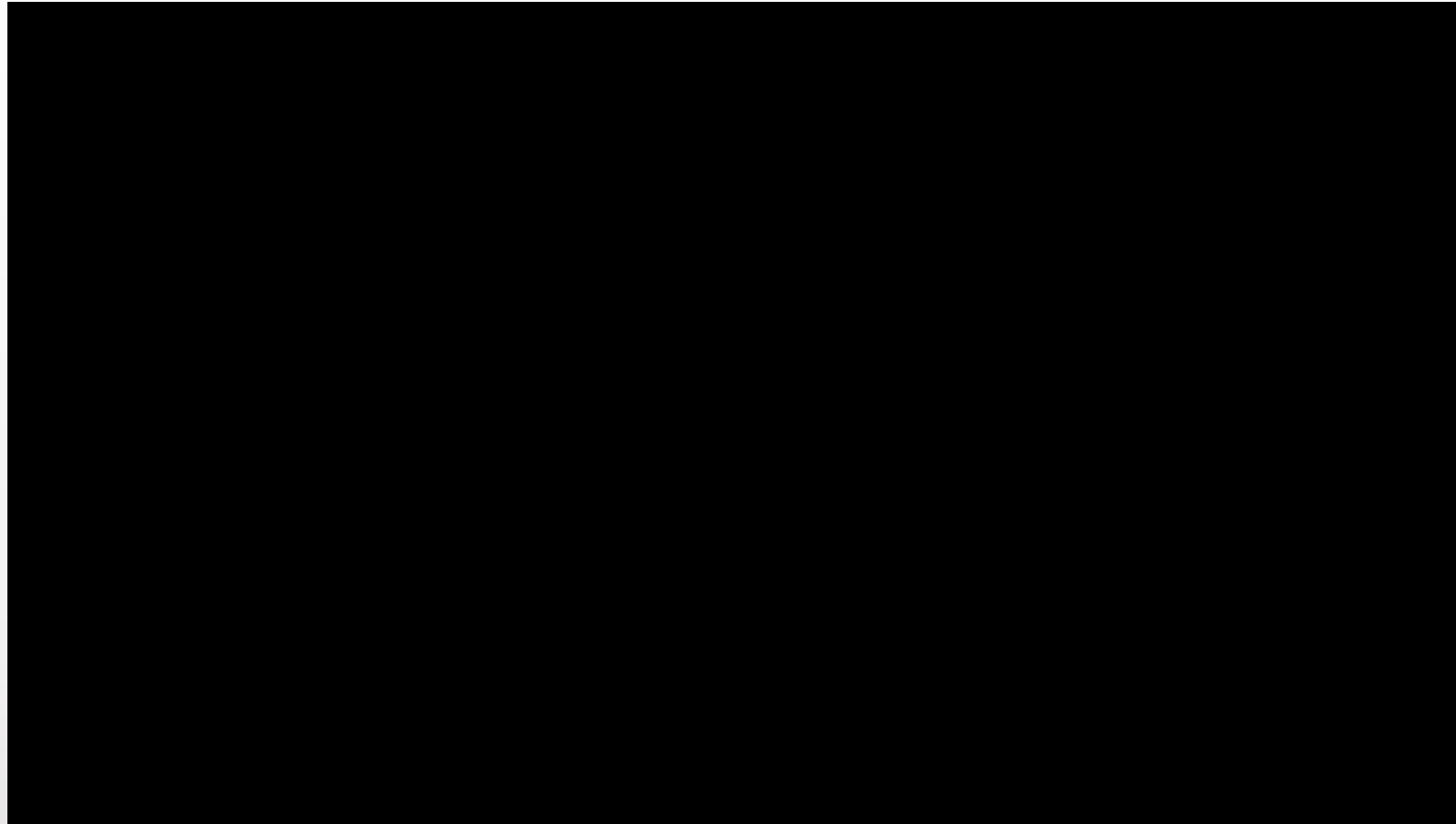
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TAKEAWAYS

- Conversational, unscripted
- Short segments
- Personal
- Gives added weight to a poll worker training issue

PUBLIC SERVICE RECOGNITION WEEK



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TAKEAWAYS

- Personal
- Topical
- Powerful way to inspire pride among staff and community