

Video Production Guide — Census Authority Series

Format Per Module

1. Introduction (60 seconds)
 2. Historical Context
 3. Where to Find Records (Show URLs)
 4. Live Demonstration
 5. Worksheet Walkthrough
 6. Summary + Download Call to Action
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Tools

- Canva Slides
 - Screenflow or OBS
 - Descript (editing)
 - External microphone for clarity
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Confidence Strategy

Start faceless: - Voiceover - Screen share - Slides

Gradually introduce: - Short camera intro - Professional academic tone

Tone Strategy

English Videos: Community-oriented, encouraging, practical.

Spanish Videos: Formal, academic, structured.