



Yard Talk 101

What's the talk of The Yard?

Greetings,

Thank you for your interest in partnering with YardTalk 101 to enhance your university's enrollment and marketing efforts!

As you are aware, YardTalk 101 is a web-based video series that help HBCUs connect with prospective college students. Millennials and the iGeneration respond best to video content. YardTalk 101 is able to captivate this audience with its lively and engaging format that is designed to reach them on their terms and where they spend time-- on social media.

YardTalk 101's foundation raises awareness of HBCUs by highlighting their programs, activities, organizations and people. However, in response to the plight of HBCU enrollment, we've recently began outreach to high schools in the areas adjacent to filming locations and major cities. This outreach includes collaborating with guidance counselors to distribute YardTalk101-branded HBCU guides and FAQs, and using YardTalk101 videos to expose students to the HBCU ethos.

We offer two video packages: "**The Yard**" highlights your campus' special events, student organizations, sports, greek life or any area you'd like to feature; and "**The Digital College Tour**," which is a segmented video that includes: all of the elements in The Yard; a segment that acclimates a prospective or new student to logistical or procedural details of your school, such as registration, dorm life or student account management; and video shorts that function as a brochure and FAQs.

Let YardTalk 101 showcase the best of your campus and impact your enrollment. Attached is an outline of the packages, associated costs and deliverables. I will follow up with you via email in the coming weeks to discuss options, in the meantime, should you have any questions, please do not hesitate to contact me.

Best Regards,

Jahliel Thurman
CEO, YardTalk101

Talk to
US:



-(312) 401-2024



- @YardTalk101



- YardTalk101



- yardtalk101@gmail.com



- @YardTalk101



- YardTalk



www.yardtalk101.com



Yard Talk 101

What's the talk of The Yard?

The Yard

A 10 minute video produced in a newsmagazine format, covering major campus events, programs and initiatives (eg. homecoming, spring fling, etc.). It includes interviews with the university President, Student Government Association, Royal Court, Admissions, Greek Life, Students, Athletics and Student Organizations, deans and/or faculty. We strongly recommend scheduling a shoot bi-annually or more frequently, depending upon your campus culture.

This video is great for promoting your university to prospective and current students, alumni and your surrounding community!

Deliverables

- Pre-production planning and storyboarding with campus representative(s) (includes identification of interview subjects, episode segments and sites)
- On location filming (maximum of two days; includes interviews and B-roll footage of unlimited sites)
- Post-production (editing and distribution to YouTube within two weeks; DVDs available at additional cost)
- Pre-visit, live and post-visit promotion on Twitter, Instagram and Snapchat.

Total: \$6,000

Talk to
US:



-(312) 401-2024



- yardtalk101@gmail.com



- @YardTalk101



- @YardTalk101



- YardTalk101



- YardTalk



www.yardtalk101.com



Yard Talk 101

What's the talk of The Yard?

Digital College Tour

Includes all elements of "The Yard;" additional video footage to acclimate a prospective or new student to logistical and procedural details of your university (areas may include registration, dorm life and housing assignments, the café and selecting meal plans, the student union and library, academic buildings, etc.); and a five-minute video segment that doubles as an admissions brochure-- focusing on frequently asked questions that prospective students may have about your university.

This series is great for providing in-depth understanding to prospective and new students on how they can make a successful transition to campus life!

Deliverables

- Pre-production planning and storyboarding with campus representative(s) (includes identification of interview subjects, episode segments and sites)
- On location filming (maximum of one day; includes interviews and B-roll footage of unlimited sites)
- Post-production (editing and distribution to YouTube within two weeks; DVDs available at additional cost)
- Pre-visit, live and post-visit promotion on Twitter, Instagram and Snapchat.
- Local high school visitation to promote your school and cultivate completed applications

Total: \$12,000

Talk to
US:



- (312) 401-2024



- yardtalk101@gmail.com



- @YardTalk101



- @YardTalk101



- YardTalk101



- YardTalk



www.yardtalk101.com