

TriCitiesTNGuide.com

Screencast Shot List & Media Production Guide

Prepared June 2026 · <https://tricityestnguide.com>

This kit is for Avery Parker and collaborators producing short screen-capture clips for TV stations, newspapers, and radio web teams. Each clip is designed to stand alone (30–75 seconds) or be combined into a 3–5 minute press reel.

Production Guide

Recommended length

Aim for **30–75 seconds** per clip. News segments rarely need more. One idea per clip — don't tour the whole site in one take.

Resolution & format

1920×1080 (1080p), 30 fps, MP4 (H.264). Export at high bitrate for broadcast re-compression. Name files clearly: `01-this-weekend.mp4`

Recording tools

OBS Studio (free, Windows/Mac/Linux) — best control.

macOS: QuickTime → New Screen Recording.

Windows: Xbox Game Bar (Win+G) or OBS.

Optional: Loom for quick drafts; re-record in OBS for final delivery.

Browser setup

Use a **clean browser profile** (no personal bookmarks bar). Zoom browser to **100–110%**. Hide extensions. Use incognito if needed. Full-screen the browser window; avoid showing unrelated tabs.

Cursor & pacing

Move the mouse deliberately — pause on key UI for 2–3 seconds. Scroll slowly. Click only what the shot list says. Avoid rapid zig-zag mouse movement.

Audio

Record **silent video** for news handoff (they add VO). Optionally record a scratch voiceover track using the suggested lines below. Use a quiet room; newsrooms prefer clean video without music.

Branding

The site header already shows **TriCitiesTNGuide**. No extra logo overlay required. Optionally end each clip with 3 seconds on the homepage URL in the address bar.

Delivery to media

Deliver via Google Drive, Dropbox, or WeTransfer. Include:

- Folder of numbered MP4 clips

- This PDF shot list
- One-paragraph release (see last page)
- Contact: averyjparker@gmail.com

Suggested press reel order

1 This Weekend → 2 Free Submit → 3 TriCities Helps → 4 City Guide → 5 Search → 6 Yard Sales OR Newcomers (pick one) → 7 closing homepage.

Phone clip

Record one clip on a **real phone** (mobile / add-to-home-screen) for authenticity — landscape preferred for TV.

Shot List

Base URL: <https://triciestnguide.com> — verify each link loads before recording.

1 — Lead with these

Clip 1: Homepage & This Weekend

URL	https://triciestnguide.com/this-weekend
Length	45–60 sec
What to show	Home hero → This Weekend link → scroll upcoming events → tap one event detail.
Suggested VO	<i>TriCitiesTNGuide.com is a free hub for what's happening this weekend across Johnson City, Kingsport, Bristol, and the surrounding region.</i>
Note	Film on a Friday morning when the weekend list is full.

Clip 2: Free Event Listings

URL	https://triciestnguide.com/submit
Length	45–60 sec
What to show	Submit form → highlight churches, schools, nonprofits, community events → note free listings.
Suggested VO	<i>Churches, schools, nonprofits, and local venues can list events free — basic business accounts are free too.</i>
Note	Do not submit a real test event on camera; walk through fields only.

Clip 3: TriCities Helps — Community Resources

URL	https://triciestnguide.com/helps
Length	60–75 sec
What to show	PDF download box → search bar (try “food” or “shelter”) → section jump nav → one resource card.
Suggested VO	<i>The Helps guide turns the printable community resource PDF into a searchable web directory for food, housing, utilities, and more.</i>
Note	Strong human-interest angle for news.

Clip 4: City Guides

URL	https://triciestnguide.com/johnson-city
Length	40–55 sec
What to show	Cities dropdown → open Johnson City guide → events + Things To Do + cross-links.

Suggested VO	<i>Dedicated guides cover each city — from Johnson City and Kingsport to Rogersville and Mountain City.</i>
Note	Swap city slug for local station's market.

Clip 5: Site Search

URL	https://triciestnguide.com/search?q=live+music
Length	30–45 sec
What to show	Header search → type “live music” or “yard sale” → show mixed results.
Suggested VO	<i>One search finds events, venues, attractions, and organizations across the Tri-Cities.</i>
Note	Pick a query that returns results.

2 — Community depth

Clip 6: Yard & Garage Sale Route Planner

URL	https://triciestnguide.com/events/garage-sales
Length	50–65 sec
What to show	List of sales → checkboxes → Build Route → map with stops.
Suggested VO	<i>Saturday shoppers can map a yard-sale route instead of driving neighborhood by neighborhood.</i>
Note	Mention listings come from community submissions.

Clip 7: Newcomer Guide

URL	https://triciestnguide.com/newcomers
Length	50–60 sec
What to show	Scroll utilities, TV channels, hospitals, emergency info, essential links.
Suggested VO	<i>A newcomer guide covers utilities, healthcare, TV stations, and first-week essentials for people moving to the area.</i>
Note	Good for relocation / lifestyle segments.

Clip 8: Churches & Community Groups

URL	https://triciestnguide.com/churches
Length	40–50 sec
What to show	Church directory → filter/search → open one profile → Organizations tab.
Suggested VO	<i>Directories for churches and community organizations help newcomers find a congregation or club.</i>

Clip 9: Food Trucks

URL	https://tricitystnguide.com/food-trucks
Length	35–45 sec
What to show	Weekly schedule, locations, links to trucks.
Suggested VO	<i>Food truck schedules are updated in one place instead of scattered across social media.</i>

Clip 10: Things To Do & Parks

URL	https://tricitystnguide.com/things-to-do
Length	45–55 sec
What to show	Filter by city/type → open a park or attraction → city guide cross-link.
Suggested VO	<i>Municipal parks, trails, museums, and family activities are listed by city across the region.</i>
Note	Tie-in to recent city/park coverage if relevant.

Clip 11: Event Calendar & Map

URL	https://tricitystnguide.com/calendar
Length	40–50 sec
What to show	Calendar month view → click event → optional map view at /map.
Suggested VO	<i>Browse by date or map when planning a night out or a family weekend.</i>

Clip 12: Visiting the Tri-Cities

URL	https://tricitystnguide.com/visiting
Length	40–50 sec
What to show	Out-of-town visitor hub → food trucks, stay, guides links.
Suggested VO	<i>Out-of-town guests get a single starting point for planning a Tri-Cities visit.</i>
Note	Tourism angle.

3 — Bonus clips (B-roll or longer package)

Clip 13: Printable QR Cards

URL	https://tricitystnguide.com/promo
Length	35–45 sec
What to show	Promo page → download 4-up or poster PDF → show QR on event page scan.

Suggested VO *Venues and organizers can print QR cards that link straight to their event listing.*

Clip 14: Local Spotlight

URL <https://tricitystnguide.com/local-spotlight>

Length 30–40 sec

What to show Featured business/nonprofit cards.

Suggested VO *Local Spotlight highlights small businesses and nonprofits in the community.*

Clip 15: Boones Creek Beacon

URL <https://tricitystnguide.com/the-boones-creek-beacon>

Length 30–40 sec

What to show Community newsletter PDF download.

Suggested VO *The Boones Creek Beacon is the site's community newsletter for the Boone's Creek area.*

Clip 16: Business Directory & Deals

URL <https://tricitystnguide.com/directory>

Length 35–45 sec

What to show Directory browse → one listing → /deals if active deals exist.

Suggested VO *Local businesses can be discovered in the directory, with optional deals and featured placement.*

Note Business-minute segment only.

Clip 17: Mobile / Add to Home Screen

URL <https://tricitystnguide.com>

Length 25–35 sec

What to show Phone browser → site loads → mention PWA install banner if visible.

Suggested VO *The site works on phones and can be saved to your home screen like an app.*

Note Record on actual phone for authenticity.

Clip 18: Newsletter Signup

URL <https://tricitystnguide.com>

Length 20–30 sec

What to show Footer or header newsletter strip → email field (don't submit live).

Suggested VO

A free Friday email rounds up the weekend's best events.

Pre-Flight Checklist

- Clear browser cache or use fresh profile
- Confirm demo yard sales are archived / real data only on camera
- Pick a weekend with 10+ events on /this-weekend
- Test /helps search returns results
- Disable OS notifications (Do Not Disturb)
- Close Slack, email, messaging overlays
- Charge laptop; plug in external mouse if possible
- Record 2 takes of each clip — keep the cleaner one

Suggested Media Release (copy/paste)

FOR IMMEDIATE RELEASE

TriCitiesTNGuide.com is a free regional platform for events, things to do, yard-sale route planning, newcomer resources, and the searchable TriCities Helps community resource guide — serving Johnson City, Kingsport, Bristol, and surrounding Northeast Tennessee and Southwest Virginia communities. The site is free for the public. Event listings are free, and any business can open a free-tier account with a basic directory profile. Featured placement and premium listings are paid options. Learn more at <https://triciestnguide.com/press>.

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