

# SERVI JENKINS SHOW

**Creating Youtube & Podcasts to Expand Your  
Teaching and Influence**

**Daniel Servi & James Jenkins**

# Questions

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- How do you find time to teach students about things they are talking about? Current events, pop culture, things that are going well or poorly in their social lives**
- Do you wish you could teach about subjects outside of your current teaching position?**
- How do you help students be mindful consumers of media/culture, where they don't just absorb things unaware of how it is affecting them?**

# Questions

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- How can you as a teacher make your impact wider--affecting more than just your students?**
- How do you leverage technology to reach them where they are? They love their screens. How can we use that?**



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# The Servi Jenkins Show

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## I bet I can do more pushups than you!

74 views • 1 week ago

On episode #22 of the Servi Jenkins Show, they discuss fitness and exercise. They also discuss the struggle of fitness and how to



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## TMI (Too Much Information)

226 views • 3 weeks ago

On episode #21 of the Servi Jenkins Show, they discuss TMI, too much information and how that can lead to stress and anxiety.



Ryan ToysReview





# FOMO or 4-MORE?



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I bet I can do more pushups than you!



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Published on Oct 5, 2017

On episode #22 of the Servi Jenkins Show they discuss fitness and exercise. They also discuss the

# Stats

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- Among 8- to 11-year-olds, 29% have a smartphone and 73% use YouTube.
- Among 12- to 15-year-olds, 79% have a smartphone and 87% use YouTube.
- Among 16- to 19-year-olds, 97% have a smartphone and 94% use YouTube.
- YouTube is the most pervasive entertainment platform for Generation Z, peaking at 94% monthly penetration among 16- to 19-year-olds.
- Source: <https://axis.org/vol-3-issue-31/>



# Notes

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- Needed to teach another way: Try something new. (A Youtube Show / Podcast)**
- Wanted to focus on Social Health & Current Events**
- Students do not need you anymore for information. (Internet)**
- Students do need you to interpret information or events.**

# Notes

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- Using other teachers (Cross-curriculum)**
- It makes you research various topics (We are lifelong learners too)**
- This is not a “flipped classroom”. This is more expanding your classroom and content you teach.**
- Copyright from youtube for N’Sync (Be careful what you post)**

## The Servi Jenkins Show

Created: Jul 9, 2016 • Videos: 22

CHANNEL

Lifetime (Jul 9, 2016 – May 28, 2017)

### Watch time

Minutes

13,790



### Average view duration

Minutes

4:11



### Views

3,286



### Your estimated revenue

\$4.03



### Likes

179



### Dislikes

7



### Comments

42



### Shares

68



### Videos in playlists

26



### Subscribers

147





# What has worked

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- We were able to discuss various topics that we would be unable to do in class
- Fear of missing out (FOMO)
- Phone addiction
- The Election (Trump and Hillary)
- Procrastination
- Dealing with Stress
- Being Thankful (Thanksgiving)
- Fear (Halloween)

# What has worked

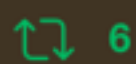
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- New Years Resolutions**
- Promoted Football and Basketball Games**
- Charity (Raised money for hoops for hope, and for the school through the auction)**
- Memes**
- TMI (Too Much Information)**
- Fitness and Exercise**



**GRACE Eagles** @GraceEagles · Feb 3

Thank you Eagle Nation! We topped \$9000 in fundraising which was enough to put @ServiJenkins on the wall! #Play4Kay

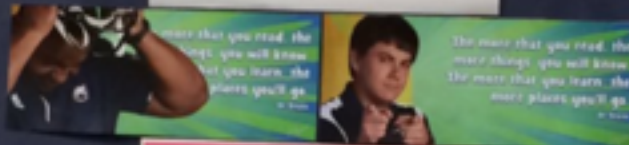






# DUCT TAPE YOUR TEACHER TO THE WALL.

Mr. Jenkins & Mr. Servi



\$2,000

1,750

**GRACE Eagles** @GraceEagles · Feb 3

Thank you Eagle Nation! We topped \$9000 in fundraising which was enough to put @ServiJenkins on the wall! #Play4Kay







**GRACE Eagles** @GraceEagles · Feb 3

Thank you Eagle Nation! We topped \$9000 in fundraising which was enough to put @ServiJenkins on the wall! #Play4Kay



# Surprises

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**Parents watched the show**



**Students encouraged us**

**Takes about 2 hours of work to make a show**

**(Set up, film (1 take), edit, and posting)**



# What we need to improve on

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- Consistant content
- Consistant place to video
- Our videos are too long (Target is 5 minutes)
- Getting our message out there  
Social Media Presence
- Getting students more involved

# Resources

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- iPhone Camera - We use the iPhone 6
- iPhone Stand - \$15 ([https://www.amazon.com/NUTK-Adjustable-Rotatable-Retractable-Smartphones/dp/B01JVRKR32/ref=sr\\_1\\_2?ie=UTF8&qid=1488212242&sr=8-2&keywords=iphone+camera+stand](https://www.amazon.com/NUTK-Adjustable-Rotatable-Retractable-Smartphones/dp/B01JVRKR32/ref=sr_1_2?ie=UTF8&qid=1488212242&sr=8-2&keywords=iphone+camera+stand))
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| 590 answered questions

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The screenshot displays the iMovie application interface. At the top, the menu bar includes 'iMovie', 'File', 'Edit', 'Mark', 'Modify', 'View', 'Window', and 'Help'. The system status bar shows the date and time as 'Tue Oct 17 10:48:00 AM' and a battery level of 70%. The project name is 'My Movie 33'. The 'Titles' panel on the left offers various title templates such as 'Standard', 'Standard Lower Third', 'Expand', 'Expand Lower Third', 'Reveal', 'Reveal Lower Third', 'Focus', 'Focus Lower Third', 'Line', and 'Line Lower Third'. A tooltip over the 'Standard Lower Third' template reads: 'Drag the title to the movie, or to the beginning, middle, or end of a clip'. The main preview window shows two men sitting in front of a sign that says 'SERVI JENKINS SHOW'. The timeline at the bottom shows a sequence of video clips with a playhead at 6:43 / 7:31.

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