I. Purpose of Howcast
The purpose of Howcast is to enable viewers to watch instructional how-to videos whenever and wherever they want to. Through the use of claymation, humor, and animation, the instructional videos not only help the video but also give exposure to upcoming filmmakers through its Emerging Filmmakers Program. Howcast offers how-to instruction in both video format as well as in easily read text guides. Howcast uses both of these methods of how-to instruction to communicate and interact effectively with all audiences through it's tens of millions of videos distributed every month. They use humor in their videos to make daily tasks seem like fun and so their audience will remember the lesson that was taught. Howcast offers jobs and internships that give current college students and recent graduates real world experience and exposure to a quickly expanding new media and production company.

II. History

Howcast was created on February 6, 2008 by former Google employees Jason Liebman, Daniel Blackman, Sanjay Raman, and Darlene Liebman. They have offices in both New York City and San Francisco. Howcast works directly with brands, agencies, and organizations to create custom branded entertainment, innovative social media, and targeted rich-media campaigns. You can distribute content widely on Howcast.com with the iPhone, Android and now also Blackberry mobile and ipad apps, while making it easy to embed and share through the web. You are also able to comment, vote, and favorite videos and wiki guides - all using your Facebook account. The Howcast Player Widget allows you to search Howcast's library of how-to videos, watch videos, and browse a list of featured, most popular and most recent videos, all without leaving your start page, desktop, or social networking profile. Looking for a robust, free video solution for your site, service, or blog? Howcast Video offers tens of thousands high-quality videos in hundreds of niche categories, so you can compliment your site's content and help grow traffic, generate incremental revenue, and increase visitor engagement.

III. Similar Web 2.0 Applications

Youtube is a website in which users can upload and share their own videos where everyone can watch them. You must have an account for Youtube to add videos to the website. Here's a link with a video teaching how to create your own YouTube account http://www.youtube.com/watch?v=p2N72ACocFg. Youtube has its own Howcast channel where only videos from the Howcast website are available for viewing.

wikiHow is a collaboration to build and share the world's largest, highest quality how-to manual. This site is a database of how-to manuals for which anyone can use at anytime. Just like any other wiki, the pages can be edited by anyone. wikihow actually uses videos from Howcast on their instructional pages.

Hulu is a website which offers viewers streaming video of movies and TV shows from such networks as Fox, NBC, ABC, Comedy Central, Food Network, and Fox Sports. Currently, the videos shared on Hulu are only shared in the United States. Hulu also has its own Howcast channel where it only shows how-to videos from the actual Howcast.com site. Here's a link to a video on how to use Hulu http://www.youtube.com/watch?v=v8LNRsBUxO.
IV. Creating an Account on Howcast

1. Go to http://www.howcast.com
2. Click on “Sign Up” in the upper right hand corner of the screen next to the search bar.
3. Enter necessary information.
   a. Valid e-mail address.
   b. Create a unique username (This is what other Howcast members will recognize you as so be creative).
   c. Create a unique and easily remembered password.
   d. Confirm your password
4. Click “I agree to the terms of use and privacy policy” box.
5. Decide whether or not you would like to receive the “daily how-to of the day” e-mail and check box accordingly.
6. Click “Sign Up”
7. View and upload How-To videos as you wish.

Uploading your videos onto howcast:

The following link explains to you how to upload your videos or guides to Howcast.


V. Mobile Applications

“Howcast is perfect for those who want to know while on the go, Howcast offers the #1 mobile platform for instructional content in the world with over one million downloads of its iPhone app, and recently launched its Google Android app to critical acclaim.”

iPhone Application

Android Application
Howcast for iPhone and the Android shows you how-to videos wherever you are. You can be running errands or just too lazy to get to your computer. This app allows you to search for videos you’re looking for and also read how-to text guides all while keeping track of your favorite videos. Users can shake their iPhone or Android to display a random video when they are unsure what to watch.

VI. Additional Applications

Howcast has additional applications for everyone on the go. You can download new podcasts from itunes, and follow them on Facebook, and Twitter.

http://twitter.com/Howcast
http://www.facebook.com/howcast
http://info.howcast.com/podcast

VI. Emerging Filmmakers Program

The following link is a Howcast video that explains how to make a Howcast video through the Emerging Filmmakers Program:

www.howcast.com

The Emerging Filmmakers Program is a program where up-and-coming filmmakers, students, recent grads, and hobbyists make short Howcast videos and get paid for doing so. Howcast provides the scripts, prerecorded voice-overs, animated graphics, and access to their music library. There are four varying levels of Howcast will judge your film making ability.

Level 1

All filmmakers start by producing Howcast videos that, once accepted, each earn $50. Topics are selected from our online pool and, though HD is always preferred, may be shot or animated in SD (Standard Def/DV) or HD.

Level 2

After producing 10 or more videos at Level 1, filmmakers may be ready to take on five assignments a month. These videos must be produced within 30 days, may be shot or animated in SD (Standard Def/DV) or HD, and, if accepted, will earn $75 each.
How do you get here?
Produce 10 or more great Level 1 videos that correctly implement the Howcast graphics, clearly and creatively illustrate the script, and regularly earn scores of 3 or higher from the Howcast producers.

Level 3
After producing 20 or more videos at Level 2, some filmmakers may be ready to take on 10 assignments a month. These videos must be produced within 30 days, should be shot or animated in HD, and, if accepted, will earn $100 each.

How do you get here?
Produce 20 or more stellar Level 2 videos that clearly illustrate the script with a unique creative approach, and regularly earn scores of 4 or higher from our producers.

Level 4
After you have produced 30 or more Howcast videos, shot or animated in HD, you may be selected to produce special assignments that, if accepted, earn between $150 and $300. This small pool of special topics are pulled from our editorial calendar, so they have stricter deadlines and live dates, and they're also some of our most exciting, fun scripts. These projects often involve close work with our producers to develop a treatment, cast, locations, style, and in some cases, budget.

After a How-To video has been submitted it will be scored on a level from 1-5 and given revision notes. There are four category scores and one overall score:

- Technical Execution - Are the shots clear, steady and well-lit? Is the editing cohesive and well-paced?
- Style and Production Design - Are the props, cast, and location carefully selected and prepared for the video?
- Concept - Is the approach creative and well-executed? Is it a good match for the topic?
- Clarity - Does the video clearly illustrate the lesson in the script? Will a viewer understand how to perform the task?
- Overall Score - The average of the category scores.

Scoring Scale

Acceptable
Good
Very good
Excellent
Exceptional

For example, a video's score might look like this:

- Technical Execution: 2.0
- Style and Production Design: 3.0
- Concept: 4.0
- Clarity: 5.0
- Overall Score: 3.5
VII. International Applications

Howcast is available to its users in both English and Spanish. Very much like its partner Youtube, it’s “how to” videos are accessible to people around the world. Howcast partners with such institutions as Boston University, Flashpoint Academy, and Charles Sturt University to give students from around the globe exposure to the film making world. Howcast also launched a partnership with the Palestinian State Department introduce web video to Palestine’s youth.

VII. Educational Applications

Lesson Plans

**Elementary**

Adding Fractions - Math - Grades 3 & 4 (S.T.E.M.)

The purpose of this lesson is to teach the students how to add fractions. If the students still need help to understand how to add fractions then they can watch this video (http://www.howcast.com/videos/259991-How-To-Add-Fractions)

- Elementary - Math.doc
- Elementary - Math.pdf

Paper Airplanes - Science - Grades 4 & 5

Students will learn how to make a paper airplane by watching this video. (http://www.howcast.com/videos/153-How-To-Make-a-Paper-Airplane) Students will also be able to record and organize data when performing the experiment of which paper airplane can go the farthest. It also can help the students practice measurement with a 100% accuracy.

- Elementary - Science.doc
- Elementary - Science.pdf

Comma Placement - Language Arts - Grades 4 & 5

Students will learn how to properly use commas with the help of http://www.howcast.com/videos/346270-How-To-Use-a-Comma

- Elementary - LA.doc
- Elementary - LA.pdf

Planets - English -Grades 5 & 6

Students will learn how to make a realistic looking planet using photo shop and then writing a narrative on it allowing them to work on their writing skills.

^EDCI270_workout__1 howcast.docx
^EDCI270_workout__1 howcast.pdf

**Secondary**

Red Velvet Cake - Home Economics - Grades 9 -12

Students will successfully make a red velvet cake with the instruction from http://www.howcast.com/videos/139827-How-To-Make-Red-Velvet-Cake

- Secondary - Home Ec.doc
- Secondary - Home Ec.pdf

Multiplying Polynomials - Math - Grades 8 & 9 (S.T.E.M.)

After viewing http://www.howcast.com/videos/72561-A1107-Multiplying-Polynomials students will be able to successfully multiply polynomials.

- Secondary - Math.doc
- Secondary - Math.pdf

Projecting Your Voice Onstage - Acting - Grades 9-12
Students will recite a monologue in front of the class to show that they are able to project their voice in front of a crowd after watching the following video http://www.howcast.com/en/videos/315121-How-To-Project-Your-Voice-on-Stage.

- Voice lesson.doc
- Voice lesson.pdf

Soccer - Physical Education - Grades 9-12

Student have to learn how to make four different soccer moves by watching different videos on Howcast.

- EDCI270 Workout_1 howcast.docx
- EDCI270 Workout_1 howcast.pdf

Signs of autism- Child Development- Grades 9-10

- *signs of autism project 1.docx
- *signs of autism project 1.pdf

Post-Secondary

Students Instruction - Communications

Students will use how to videos to help show the class how to do something or to simply inform their class on their topic.

- Post Secondary - Communications.doc
- Post Secondary - Communications.pdf

Movement Through Videos - Physical Education

Student Teachers will use “how to” videos to effectively demonstrate locomotor, non-locomotor, manipulative, or sports skills to their fellow student teachers.

- Post Secondary - Physical Education.doc
- Post Secondary - Physical Education.pdf

Building a Bridge - Engineering (S.T.E.M)

Students will use integration of teacher instruction along with how-to videos to complete a final project of designing a bridge to withstand the weight determined by the professor.

- Bridge Lesson Plan.doc
- Bridge Lesson Plan.pdf

Business Applications

Howcast along with its many other uses can also be used to help advertise, sell, promote and even support a business or industry. Howcast has creative video production teams that can create high quality, customized, low cost, short instructional video content for your business or industry. You can also use current howcast instructional videos in your office, meetings, or even send them through cell phones to your workers in the field. Howcast videos can also be used as advertisement for your business or industry. Anything you want to use them for, howcast videos are sure to not dissapoint.

Back to Table of Contents

IX. References

1. http://www.wikihow.com/Main-Page
8. http://www.youtube.com
## Howcast Contact Information

<table>
<thead>
<tr>
<th>New York</th>
<th>Email</th>
</tr>
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<tbody>
<tr>
<td>Howcast Media, INC</td>
<td>For feedback: <a href="mailto:feedback@howcast.com">feedback@howcast.com</a></td>
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