



media trust
productions

Community
Channel

**YEAR
OF THE
VOLUNTEER
2005**



Volunteer!

QuickTime™ and a
Cinepak decompressor
are needed to see this picture.



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Who are our clients?

- Charities
- Not for profit
- Government/Local authorities
- Business/CSR



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What is video used for?

- Awareness
- Fundraising
- Education/Training
- Recruitment
- Internal Comms
- CSR



How is it delivered?

- Shown at a conference or event
- On VHS
- CD ROM
- DVD
- On the Web
- On television



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What are the key issues?

- Budget constraints
- Time pressure
- Impact
- Longevity
- Feedback
- Audience/language issues



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What should video do?

- Inform
- Inspire
- Entertain



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What do you need to know before you begin?

- Who is your audience
- What is the subject matter
- What is the message
- What is your call to action
- What is your ideal outcome



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Safer, Cleaner, Greener – Raising awareness

Intro to Safer, Cleaner, Greener

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Safer, Cleaner, Greener – Raising awareness

ODPM sequence:

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What's your passion? – Youth Volunteering/recruitment

Show clip: intro vox pops

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What's your passion? – Youth Volunteering/recruitment

'Swimmer' sequence

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RegenTV – Carpenters Estate in Newham – wired up communities

RegenTV offered:

- Free digital television channels
- Local TV station
- PC on the TV
- Interactivity built in
- Community videos on demand
- Single interface

Clip: Meet the Neighbours



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RegenTV – Carpenters Estate in Newham – wired up communities

Clip: Meet the Neighbours

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Dos and don'ts

- Know your audience
- Use positive message
- Cast your characters
- Don't put a lot of Chief Execs in suits in front of buildings
- Don't use jargon
- Appropriate length/language
- Clear message
- Don't try to do too much
- Give clear information
- Use the appropriate format
- Build in a way to get feedback



Which format is appropriate?

- VHS - Most people have a VHS so this is the most accessible format but videos can cost more to produce and to send. Better for older people.
- CDROM - CDROM is good for up to 20 minutes of video and is ideal for adding further information such as graphics and downloads. Ideal if people you are accessing work in offices with computers.
- DVD Video - DVD Video gives a better quality picture and is appropriate when you are simply showing film. Using DVD is becoming increasingly common and many computers now have this drive.
- Broadcast – Video News Reels for the broadcast media and interactive TV on the community channel.



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How much will it cost?

- Anywhere between £10k - £20K + vat for 3 minute to 10 minute film.



Resources

The Media Trust Information pack

The Media Trust www.mediatrust.org

Community Channel www.communitychannel.org

Community Newswire www.mediatrust.org

Marketing & Events www.mediatrust.org

RegenTV

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