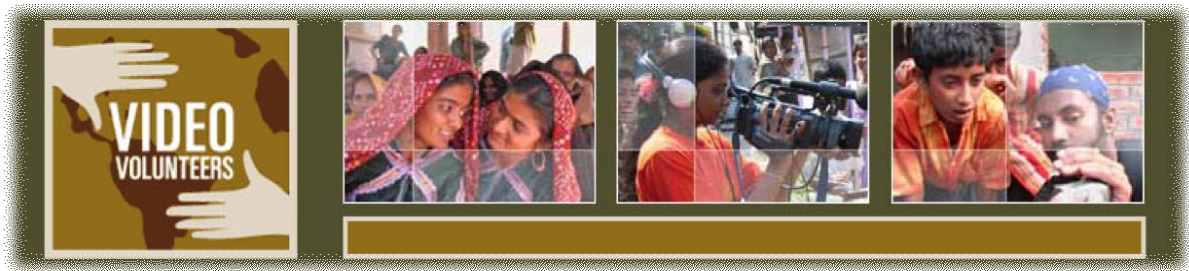


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# VIDEO VOLUNTEERS:

## GROWING AWARENESS BY UNDERSTANDING AUDIENCE

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## AGENDA

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## 1. OVERVIEW OF PROJECT & RECOMMENDATIONS

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### Key Strategic Issues

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- Identifying the audience
- Establishing and growing the Video Volunteers and Channel 19 brand
- Engaging and reaching the audience

### Key Findings from Research

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- What the video does is more important than what the video is
  - It's not the videos themselves that a mainstream audience cares about – it's that the videos are a vehicle of change and improvement for the global poor who are involved
- Videos must be short, clear and compelling
  - To the extent that a mainstream audience would watch the videos, they must be repackaged so they are short, clear and interesting to watch
- There must be a clear call to action following each video
  - Viewers need to feel like they can contribute to the cause in a meaningful way by taking concrete actions

### Strategic Recommendations

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- Identifying the audience – be strategic
- Establishing the brand – define the value proposition
- Engaging the audience – improve communication to and with your audience

## 2. RESEARCH METHODOLOGY

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Following are the methodology details and analysis of the research we conducted, including an on-line survey, in-depth interviews, and a focus group. Take away points are detailed in the sections below.

### Methodology details and participants:

- ▶ **Online survey** to establish a benchmark and gain general understanding
  - ▶ Sent to 13,000+ in Video Volunteers database
  - ▶ 226 respondents
  - ▶ Two weeks (3/24/09 – 4/7/09)
- ▶ **In-depth interviews** (IDIs) with key stakeholders to gain insight
  - ▶ 12 interviews by phone
  - ▶ Steve Mendelson, Executive Director – **Film Aid International**
  - ▶ Chris Micheal, Hub Community Coordinator – **Witness**
  - ▶ Austin Haeberle, Creative Director – **Listen Up**
  - ▶ Micheal Rosenblum, Founder & CEO – **Rosenblum TV**
  - ▶ Lara Galinsky, Senior Vice President – **Echoing Green**
  - ▶ Katie Carpenter, Filmmaker – **Bahati Productions**
  - ▶ Michael Lemle, **Documentary Filmmaker**
  - ▶ Caitlin Weaver, Deputy Managing Director - **Financial Access Initiative, NYU Wagner**
  - ▶ Betsy Scolnik, Deputy Director - **Bill & Melinda Gates Foundation**
  - ▶ Michelle Chaplin, Program Manage – **BRAC**
  - ▶ Eric Freidman, Sr. Global Health Policy Advisor - **Physicians for Human Rights**
  - ▶ Maggie Cooper, HIV AIDS Policy Associate - **Physicians for Human Rights**
- ▶ **Focus group** to see what might resonate
  - ▶ 8 attendees with no prior awareness of Video Volunteers
    - ▶ Elizabeth Holt, International Development
    - ▶ Whitney Drake, Marketing
    - ▶ D. Richard St. Arromard, Student
    - ▶ Anupam Satyasheer, Banking
    - ▶ Tess Carter, Consulting
    - ▶ Ryan Bruno, Social Enterprise
    - ▶ Erin Rupprecht, State Department
    - ▶ Michelle Chaplin, Program Manager

## 2A. ON-LINE SURVEY ANALYSIS:

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### **Methodology:**

- ▶ Online survey was conducted over 2 weeks
  - ▶ 3/24/09 – 4/7/09
- ▶ Sent to over 13,000 people in the Video Volunteers database
- ▶ 226 respondents

### **Key Points to remember:**

- ▶ The objective of this survey was to establish a baseline in regards to the current form of Video Volunteers.
- ▶ The main questions we wanted to address were:
  - ▶ How compelling is the subject of global poverty?
  - ▶ How motivating is the delivery vehicle of online videos?
  - ▶ Do people know about Video Volunteers?
  - ▶ How involved are people willing to be?
- ▶ The survey was distributed primarily to an existing email database within Video Volunteers; therefore, most respondents likely had a higher than normal awareness of the organization.

### **Demographic info: Age**

- Most of the survey respondents were between the ages of 25 and 34; the next largest segment was for ages 35 to 44.

### **Demographic info: Occupation**

- ▶ Survey respondents work in a variety of occupations
- ▶ The most common occupation among our respondents was non-profit or volunteer at 20%
  - ▶ This suggests that the survey audience might be more inclined to have more knowledge of Video Volunteers and its mission, as well as be more likely to have interest
- ▶ Other common occupations were arts/entertainment/publishing, education/training or “other”

### **On-line activity**

- ▶ Online activities are fairly evenly distributed, with checking emails and doing research being the two most popular activities
- ▶ Social networking centric activities (i.e. sites and or watching videos online) are also quite popular at 13% and 12% respectively
- ▶ Fewer of our respondents spend time online reading blogs (7%)

### **YouTube is most popular for videos:**

- ▶ Not surprisingly, YouTube is the most popular source for online videos (41%)
- ▶ News channel sites (22%) and Facebook (14%) are also common destinations to view videos
- ▶ **Implication:** Consider moving most, if not all, of current videos to YouTube channel and promoting that as the lead destination for viewers

**Content and Information matter in video:**

- ▶ When deciding which videos to watch, people are most interested in the content (41%)
- ▶ Also important is if there is information about an issue being conveyed or if there is a cause that is being supported (34%)
- ▶ Among this audience, humor and professional production, which are attributes common to many viral videos, are deemed less important (10% each)
- ▶ **Implication:** As long as Video Volunteers can convey a meaningful story, then there isn't a need to fit into a "viral mold" in order to gain viewers

**Product quality isn't an issue:**

- ▶ Respondents were largely indifferent to the production quality of the videos. What matters more is the content (70%)
- ▶ About 24% of respondents prefer professional quality videos, but also watch amateur quality videos
- ▶ **Implication:** Video Volunteers should focus more on content and clarity of message vs. glossy production quality

**Video content is varied:**

- ▶ Respondents wanted to see videos about a cause or issue that is of interest (23%)
- ▶ Other popular topics are news (15%), educational/tutorial (11%), and music (11%)
- ▶ **Implication:** There is room for Video Volunteers to capture a larger portion of the audience watching videos online by providing content that is relevant and engaging

**People believe in various causes:**

- ▶ Not surprisingly, the causes that people care about are varied (and relatively equally distributed)
- ▶ **Implication:** Video Volunteers and its issue of global poverty needs to find a way to be differentiated from other issues

**They care about causes they help many:**

- ▶ In thinking about the causes they support, respondents prefer organizations that address the needs of a larger audience (54%)
- ▶ Another important factor is whether or not the respondent feels a personal connection to the cause (22%)
- ▶ **Implication:** Important to convey both relevance and impact of what Video Volunteers is doing

**Global Poverty is an important issue:**

- ▶ When prompted, global poverty is an issue that is meaningful
  - ▶ Global poverty is very or somewhat important to almost all respondents (92%)
- ▶ **Implication:** Video Volunteers has already crossed the minimum threshold of being an issue that is of importance; task at hand is to make it more relevant and engaging

**Involvement happens in several ways:**

- ▶ Respondents prefer to be involved with their social causes of choice through active involvement vs. simply donating money
  - ▶ Given current economic conditions, this trend will only move more toward time and action vs. donation
- ▶ **Implication:** Ensure that ways for participation involve actions as monetary donations will be harder to solicit

### Showing your support:

- ▶ Respondents are willing to take action in a variety of ways
  - ▶ Most compelling are spreading awareness verbally or virally (23%) and volunteering time (21%)
  - ▶ Other possible ways to get involved are signing a petition or supporting initiatives that empower the poor (15%)
- ▶ **Implication:** Video Volunteers should emphasize ways that people can get involved actively and should emphasize how Video Volunteers provides sustainable solutions that empower the audiences it serves

### Preferred ways to reach your audience:

- ▶ Respondents mainly prefer getting information about an issue through e-mail alerts
- ▶ Secondary preferred methods are monthly newsletters (20%) and the website (17%)
- ▶ **Implication:** Ensure that communication is frequent and consistent across multiple touchpoints; don't be afraid to leverage multiple forms of communications to target a single consumer

### Awareness of Video Volunteers:

- ▶ Awareness of Video Volunteers was actually fairly high among respondents (38%)
  - ▶ This is not surprising given that the survey was distributed to a database of recipients of the Video Volunteers email
- ▶ Many respondents were also familiar with BBC World Service Trust (27%) but more niche players like Witness, Global Oneness Project and Voice of Africa had lower awareness (7%)
- ▶ **Implication:** Given that respondents were derived from an existing database, it can be inferred that once awareness of Video Volunteers has been established, recall (prompted) is generally high

### Most people would be interested:

- ▶ Most respondents would be interested in watching videos about the global poor (72% said they were either very or somewhat interested)
- ▶ **Implication:** Video Volunteers isn't facing any significant hurdles in terms of making its issue, global poverty, a compelling one; the challenge is to make it relevant and engaging

### Even more so if created by the poor:

- ▶ Video Volunteers value proposition, videos created **by** the poor, is significantly compelling
  - ▶ 85% of respondents would be very or somewhat interested in watching videos created **by** the poor
- ▶ **Implication:** Emphasize the differentiation that Video Volunteers is a platform of videos that are created **by** the poor and are a unique tool to empower them

### Summary:

- ▶ Overall, the mission of Video Volunteers of empowering the global poor is one that has high potential for deeper levels of engagement.
- ▶ In order to promote Video Volunteers more, you must determine the best way to make the content you are sharing interesting and informative to your viewer.
- ▶ Those who respond well to your mission want to be involved in an active way, and are more likely to give their time and skills vs. their money.

- ▶ There is opportunity to leverage popular mainstream channels like YouTube to promote awareness of Video Volunteers in an efficient way.



## 2B. IDI'S ANALYSIS

### INTERVIEWEES:

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#### **GROUP #1: FRIENDS/SUPPORTERS OF VIDEO VOLUNTEERS**

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1. **Steve Mendelson**, Executive Director – Film Aid International
2. **Chris Micheal**, Hub Community Coordinator – Witness
3. **Austin Haeberle**, Creative Director – Listen Up
4. **Micheal Rosenblum**, Founder & CEO – Rosenblum TV
5. **Lara Galinsky**, Senior Vice President – Echoing Green
6. **Katie Carpenter**, Filmmaker – Bahati Productions
7. **Michael Lemle**, Documentary Filmmaker

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#### **GROUP #2: NGO PRACTITIONERS WITH NO PRIOR KNOWLEDGE OF VIDEO VOLUNTEERS**

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8. **Caitlin Weaver**, Deputy Managing Director - Financial Access Initiative, NYU Wagner
9. **Betsy Scolnik**, Deputy Director - Bill & Melinda Gates Foundation
10. **Michelle Chaplin**, Program Manager – BRAC
11. **Eric Friedman**, Sr. Global Health Policy Advisor - Physicians for Human Rights
12. **Maggie Cooper**, HIV AIDS Policy Associate - Physicians for Human Rights

## 2B1. WHAT'S WORKING:

**Summary:** Overall, all interviewees have a favorable impression of Video Volunteers and were happy to share their insights with us. Almost everyone likes the concept of helping the poor help themselves through the power of video, and agree that it is at once a unique, interesting and a relevant concept. Not all interviewees had a chance to watch the videos, but for those that did, they found them interesting and appreciated the variety of issues covered in the videos. However, it was evident that what excited participants was not the videos in and of themselves but what these videos did for the poor and that they were used as a tool to empower the poor. For those that are familiar with Video Volunteers's work, they believe the organization carries a strong brand name, and cited it as one of the primary reasons for working with VV for those that have worked with VV in the past or a willingness to work with VV in the future for those that have not. VV's focus on India is also perceived as a core strength as many NGOs are interested in expanding their work in India and believe they could benefit from VV's presence and local knowledge of India.

### CONCEPT

#### VIDEOS AS A TOOL TO EMPOWER THE POOR:

*Steve Mendelson (Film Aid): [Videos are] the best way to create awareness about social issues on a large scale.*

*Lara Galinsky (Echoing Green): [Videos are] ... a powerful tool especially for people that are less literate. It allows people to make an emotional connection to them. There is an authenticity to them.*

*Cailin Weaver: Really like the idea that people themselves are getting involved in solving their own issues... Videos of the poor are "a dime a dozen". Videos by the poor are a lot more interesting.*

*Betsy Scolnik (Gates Foundation): Video is possibly the best tool to use to disseminate information about social issues. Consumption of videos, especially over the internet, is growing, as more people spend time watching videos over the internet as opposed to watching TV.*

*Michelle Chaplin: I think it is a great concept. It gives you the ability to inspire people. There is strength in numbers. When multiple people get behind an issue, local policy makers will pay attention; 1000 powerless people can equal 1 really powerful person when it comes to influencing politicians.*

*Eric (PHR): What happened in one village using video can be a best practice for other villages. The video is important as an accountability mechanism. When people know they have a right to health care—it's a big deal. The video offers a powerful message about what people are entitled to—empowers communities.*

*Maggie Cooper: I think videos would be a way to create kind of a focus that people could seek to use in order to make people aware and bring about change and make demands publically.*

#### "BY THE POOR" IMPORTANT:

Lara Galinsky (Echoing Green): *“By the poor” is a critical distinction and a fundamental element of these videos.*

Betsy Scolbik (Gates Foundation): *For someone who is already pre-disposed to the issue, “by the poor” can grab you closer.*

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#### BRAND NAME

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Chris Michael (Witness): *The work that VV is doing in India in working with local communities and building capacities is “unparalleled”...For us, it was a “no-brainer” to work with them as they are a very credible organization with great “integrity.” We value their “long-standing relationships with the communities that they work with”.*

Austin Haeberle (Listen Up): *“Like the authenticity of their work and their approach.”*

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#### FOCUS ON INDIA

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Steve Mendelson (Film-Aid): *We would most definitely be interested in collaborating with VV as both organizations have complimentary strengths. One example would be to produce a video on the condition of refugees living in Northern India from Tibet or Nepal. VV knows India and Film Aid has experience working with refugees, which would make for a good partnership. Further, given that Film Aid is a larger organization and is affiliated with the U.N. (it works with the UNHCR), it can leverage greater resources to work with VV in India. Film Aid also has extensive media training expertise. On the flip side, Film Aid does not have any India expertise, and could really benefit from VV’s local knowledge and experience working with communities in India.*

Chris Michael (Witness): *The more “myopic” VV could be in terms of its geographical focus, the stronger it would be. It would really help VV to focus more on India. Given the fact that India constitutes such a significant portion of humanity and the scale of the problems there is so vast, if VV deepened its work there before broadening elsewhere, that could be a key source of differentiation for VV as compared to other media-based organizations that are more global such as Witness.*

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#### VIDEOS

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Austin Haeberle (Listen Up): *The community videos are “fantastic and empowering. The videos have clearly made an impact and actions have been taken as a result of those videos.*

## 2B2. WHAT'S NOT WORKING:

**Summary:** Based on feedback from interviewees, there are a number of issues to be considered and there definitely is scope for improvement. Among the problems highlighted were:

a) Core Messaging: Core messages and/or taglines are not as impactful as they would seem, and can often confuse viewers, who are not able to fully grasp what terms like “global social media” mean.

b) Videos: There was some negative feedback on the production quality of the videos. The key theme that emerged with most participants was not having “actionable items” that viewers could take immediately after watching the video. This was cited as an important problem. Other problems were stated less as problems as more as preferences or suggestions for making the videos for more impactful, primary among which highlighting the fact that these video were created “by the poor” as that is a key selling point of these videos, as well as actually showing the whole process of how the community comes together to create these videos to underscore the community empowerment aspect of these videos.

c) Different website for Channel 19 and VV: Some participants found the presence of two separate websites to be confusing and suggested making a stronger link between the two.

d) Sustainability of Business Model: Michael Rosenblum was quite passionate in making a strong case for adapting the VV business model to include a revenue generating component by training the poor to produce commercial content. The crux of his argument was that even more than having “a voice” what the poor really need is the ability of generate income. VV is teaching the poor a valuable skill to the poor; it should go a step further and help the poor use it as a tool to empower themselves economically.

e) Communication: Some participants complained that were not getting organizational updates as frequently as they would like to, or getting updates (through the newsletter for instance) in a manner that would be interesting.

f) Transparency: Some participants stressed the need to provide greater clarity on what the funds were being used for and some transparency on what it costs to produce CVUs.

### CORE MESSAGING

#### WHAT DOES GLOBAL SOCIAL MEDIA MEAN TO YOU:

*Eric Friedman: Nothing immediately. Maybe global solidarity for making societal changes through media? Unclear.*

*Maggie Cooper: If I didn't know anything at all—might gloss over it. Wouldn't resonate with me. If I reflect on it for a minute—might presume it was an attempt to ... I don't know ... focus specifically on social issues wouldn't necessarily think development... maybe alternative to mainstream media.*

#### GLOBAL SOCIAL MEDIA NETWORK:

*Maggie Cooper: I don't love that. I think its fine- knowing what it is. Almost too jargony I think people could glaze over when hearing it.*

### VIDEOS

### CALL TO ACTION NOT CLEAR

Lara Galinsky (Echoing Green): *There has to be a call to action connected to every video. Otherwise the reaction you will get is “I am sad or I am happy or I am pissed, but what do I do about that?”*

Michelle Chaplin (BRAC): *Determine what you want your audience to do, and then empower them to take that action.*

Eric Friedman: *One small thing—channel 19—take action /get involved section... one expects write your member of congress... short attention span—would want more immediate action—send an automatic fax in govt in india (may not be that useful). Email someone to get more involved is time consuming. Donate money—in Washington action would be different. Ways to connect people to immediate action would be better. Complicated, but maybe show it to your friend feature would be helpful. Connecting powerful video with action is very good.*

### GREATER EMPHASIS NEEDED ON THE PROCESS OF CREATING THE VIDEO:

Austin Haeberle (Listen Up): *Within the international context, VV could focus not so much on the local issues but on the process of making the videos.*

Caitlin Weaver (NYU Wagner): *What would be really interesting to see is the whole process of how the community comes together and gets behind the camera to produce a video.*

### GREATER EMPHASIS NEEDED TO HIGHLIGHT “BY THE POOR”

Austin Haeberle (Listen Up): *It is important for them to highlight the angle “by the poor” in their videos as that is unique.*

Lara Galinsky (Echoing Green): *“By the poor” is a critical distinction and a fundamental element of these videos.*

Betsy Scolbik (Gates Foundation): *For someone who is already pre-disposed to the issue, “by the poor” can grab you closer.*

### PRODUCTION STANDARDS

Katie Carpenter: *Some are “so badly made”. There seem to be “no standards”*

### USE OF MUSIC

Katie Carpenter: *Some of the videos have “atrocious, embarrassing use of music.” In some cases, it’s so loud, you can’t really hear anything else.*

### LENGTH

Katie Carpenter: *Some of the videos are 58 minutes long; that would be impractical for most people to watch*

### SUBJECT MATTER

Katie Carpenter: *Some videos are “too deep and too dark”*

Michael Lemle: *On a pure aesthetic level, the videos are “too localized” and would not appeal to American audiences. A western audience is not going to watch a video about water problems or caste problems in India. Those issues are too far removed for the average American.*

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## DIFFERENT WEBSITES FOR VIDEO VOLUNTEERS AND CHANNEL 19

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Chris Michael(Witness): *The fact that Channel 19 and Video Volunteers have different websites could create confusion. At this stage, it probably does not matter but as VV scales up its work, it is important to clarify the difference between the two. If someone interested in VV's work is wondering "I want to help, how do I help?" that question should be answered in clear and consistent manner i.e. through both Ch 19 and VV websites, the questions "What's the sound-bite?" or "What's the core message?" should probably lead to the same answer.*

Katie Carpenter: *Not sure why there is a platform. They don't need to have an exclusive relationship with Channel 19. You could probably reach a wider audience through You Tube or Google Video*

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## SUSTAINABILITY OF BUSINESS MODEL

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Michael Rosenblum (Rosenblum TV): *There is "enormous potential" to turn this into a "global business" and generate "income streams for the poor." India has an enormous untapped cable network. They have 1000+ channels. I'm sure they are all hungry for content. Train the poor to produce commercial programming for mainstream audiences. If you want your organization to be sustainable, you have to figure out how it can generate revenue.*

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## COMMUNICATION WITH INTERESTED PARTNERS

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Katie Carpenter: *One criticism I would offer up front is that they need to do a better job to keep interested parties informed about their work. I'm in constant touch with Jessica, but I have not heard anything about the organization in over a year. I have no idea what's happened with the organization over the last year. They need to improve their communication mechanisms.*

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## TRANSPARENCY

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Michelle Chaplin (BRAC): *You have to give people a reason to give money. One thing you can do is tie the donations to their end use, especially since it appears making videos could be an expensive exercise. If the costs are broken down, people can grasp the scope of individual projects better. For instance, to say something like "With \$100, the community can rent a camera for X weeks.*

## 2C. FOCUS GROUP ANALYSIS

### DEMOGRAPHICS:

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Our focus group was comprised of 8 people who would self-describe as “socially conscious” individuals ranging from 24-38 years of age. Their occupations or former occupations included U.S. government service, non-profit work, and more traditional careers in financial services.

- ▶ 8 attendees with no prior awareness of Video Volunteers
  - ▶ Elizabeth Holt, International Development
  - ▶ Whitney Drake, Marketing
  - ▶ D. Richard St. Arromard, Student
  - ▶ Anupam Satyasheer, Banking
  - ▶ Tess Carter, Consulting
  - ▶ Ryan Bruno, Social Enterprise
  - ▶ Erin Rupprecht, State Department
  - ▶ Michelle Chaplin, Program Manager

### ON-LINE HABITS:

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Members of the group are extremely active on-line, and conduct activities ranging from completing chores (i.e. bill paying), to shopping, to getting their news, to getting entertained. Most spend hours on-line a day, both for professional and personal purposes.

Many are avid on-line video watchers, but only want to spend about 3 minutes to watch a video. One participant said, “Anything more than three minutes is a big outlay of time.” Those participants that use on-line sites as a source on entertainment watched established/ traditional sites like NBC’s Hulu. Additionally, they watched news videos now more than they read articles from sites including WSJ, MSNBC and others. Others admitted to watching You Tube videos when they have been forwarded by friends because they are funny. When seeking more serious content, one focus group member suggested he would search google video because they had a strong documentary collection. Finally, one member praised the video queuing system used by MSNBC: “I watch MSNBC.com and they cue videos that fall into the category that I am watching. So I pick out one video and then end up watching videos for 30 minutes.”

One of the more surprising takeaways from our socially conscious group, was that they are very skeptical about supporting non-profit organizations financially. One said: “I am socially conscious but refuse to give money to organizations because I don’t trust them.” Another participant said she only gave money when people she knew were participating in a fundraising athletic race. Another said she did not like to learn about non-profit organizations from organization websites because they were propagandistic. Instead she liked to learn about organizations when they were mentioned by third parties in passing. One group member said he liked how some organizations told you exactly what they

did your money, especially Charity Water, which enables a potential donor to fundraise for a well--  
<http://www.charitywater.org/>.

One group member did indicate that it was becoming easier to support causes on-line if you chose to through resources like face book's "Network for Good".

#### WHY THESE "SOCIALLY CONSCIOUS" PEOPLE CARE ABOUT GLOBAL POVERTY

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Several focus group members said that global poverty was their hallmark cause because they had experienced it firsthand: "I've been to the places where people are running around naked, where people are starving, where people are killing each other over food. They have no means to make their life better. For me it's always a sort of justice issue. We must give people an opportunity to make their lives better."

Another participant said: "Once you've seen global poverty, it's really hard for it to be something that you don't care about."

Two group members were born in developing countries—India and Haiti—which they said made them deeply care about global poverty.

Another group member: "Global poverty is the top of my list. I work for an anti-poverty organization. I see poverty as the center of all the other major problems—health problems, education, human rights abuses... I see it as not only the number one issue, but the root of all other problems that we see." Only one group member talked about her concern for domestic poverty vice global poverty: "I want something I can actively be involved in and see. I Sometimes I think it's hard to think about global poverty, because you see in your own backyard things that are not right. Global poverty is not something I think about on a regular basis. I feel disconnected from it."

#### THEY WOULD RATHER DONATE TIME TO THE CAUSES THEY CARE ABOUT

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None of our focus group members said they gave money to the causes that they cared about. One said: I used to have several, but became disenchanted by 'marketing of misery'. I would rather just give money a guy on the street."

Most said they supported the organizations they believed in by donating their time. One participant said that he and some friends actually created their own non-profit organization.



## VIDEOS:

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We showed the focus groups three videos (one VV, one Witness, and one Iggy). We showed the VV video first and asked for group feedback. We then showed the other two videos back-to-back due to time constraints and asked for feedback.

### *VIDEO VOLUNTEERS: WATER IN MUMBAI VIDEO REACTION*

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When we asked for an immediate reaction to the video instantaneously, and in unison, focus group members said the video was: “Long. Way too long. Too long.” One group member said: “The video could have gotten to the point faster- tell the interesting part of the story at the beginning, then the facts.” Also, one of the first questions that came up was “Who is the intended audience?” [Note, this person had **not** seen the Video Volunteers or the Channel 19 website.]

There was significant confusion in the room about who the video was meant for. One focus group member said: “If it’s going to be on the internet... I don’t think people will watch it. If you have a captive audience perhaps it’s more interesting.” Another group member was concerned about what you were supposed to do after watching the video: “It would have been better if the video was more convenient—for example, if they wanted people to contact them or something—an address would have been helpful.”

**SUBTITLES:** When asked how easy it was for the group members to understand the video, one said: “I don’t know if I would have gotten more out of it if it was in English.” Another said that a voiceover may have been helpful in better understanding the video.

**WAS IT INTERESTING?** One group member had just returned from Mumbai. He said: “If I hadn’t had been there, would it have been interesting? ... Yeah, I think so.” Another group member was more reticent: “I think the video was missing a good punch to get my attention right away. There was nothing in the video that made me wonder.” One group member noted: “The Slumdog Millionaire clip that showed people washing clothes; swimming; and drinking the same water-- that shot was really good at telling the water story in Mumbai.”

**WHAT ABOUT THE CONTENT?** One group member said the content was not new for him. Another group member said the video did a good job of showing the complexity of the water situation in Mumbai: “Yes, the people are doing something wrong by stealing water, but do you blame them?” None of the group members made suggestions about future content for Video Volunteers’ videos, nor were they aware of the limitations of the Video Volunteer content.

### *WITNESS VIDEO & IGGY VIDEO REACTION*

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The focus group watched a Witness video about women and trafficking and an Iggy video produced by Video Volunteers about Kashmir. When asked for their immediate reactions to the videos, one group member said: “They both took way too long to get to the point.” Everyone around the room verbally agreed. One group member said: “Being from India, people take longer to say what they want to say

than in most western countries. And being specific is not a strength. I think the narration of the video could have improved this.” Another group member agreed: “I think they could have used some narration with the video. It would have made the story smoother.”

One participant commented on the Witness video (which had white colored subtitles): “I could not understand what they were saying and couldn’t read the subtitles, so I lost interest in the video.” There were many comments about the Iggy video- both positive and negative about the content and the production value. One participant said: “The Iggy video started strong with the music, so it had my attention for a second, but then lost it.” Another person said: “The first 10 seconds of the Iggy video was good, but it went downhill from there.” Lastly, a participant said: “I actually didn’t find the Iggy video to be helpful at all. It was just sort of like, why are you playing pop music and shooting a picture of a road? There wasn’t any description, but if it had introduced it as Kashmir—it would have been more impactful for me personally. Not knowing what I was seeing was a little confusing.”

Content-related comments about the Iggy video centered around the one-sidedness of the video. For instance, one group member said: “The Iggy video was good but, I’m a little concerned though --with conflict there are always two sides and I feel like this one only showed Muslims persecuting Hindus... In America, in this day and age, that is very dangerous.” Additionally, a group member said: “Just giving one side is troublesome... Kashmir is a huge problem... there are many layers of problems. I wouldn’t put that video up because it is very unilaterally finger pointing.” The group members were not aware that the Iggy video was one of 20 videos that was presented online together. They were provided no context about how the video was displayed online.

*OK, I WATCHED THE VIDEO NOW WHAT?* One group member said: “I’m curious what the goal of the videos is? Is it just education? Or is there some action that the producer wants me to take, which I assume there is, but I have no idea what.” When all the group members agreed, we asked if this was the case for all three of the videos. The group members said yes.

The group member said: “Ultimately it doesn’t really matter if the video drew you in, if at the end of it you don’t know what you’re supposed to do with that information. And again, I don’t know what they want me to do with the information, other than just be aware of it.”

*WHAT WAS YOUR FAVORITE VIDEO AND WHY?* One group member said: “I like the woman from the Witness video. She seemed like she had a solution in mind, so I liked that. She seemed like she wanted support for her idea, so I like that.”

Another said: “The Video Volunteers video stimulated me more—because of different pictures instead of one stationary person. “

*WHAT ABOUT PRODUCTION QUALITY?* One person summarized that it was “tough to decide if better production would draw you more than something that seems genuine.” Ultimately, he said, “Maybe you lose some of the connection to the cause if it is flashy video- because you think why are you making a flashy video about something that is so terrible?”

## MESSAGING REACTIONS:

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We then asked the focus group to respond to test messaging statements. The statements and their reactions are detailed below. Of the messages tested, only one was significantly preferred above the rest and most were not liked by the participants.

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### “WHAT IF THE POOREST ONE BILLION PEOPLE HAD THEIR OWN MEDIA INDUSTRY?”

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After a delayed response, one group member said: “It’s kind of weird.” Another said, “The first thing that comes to mind—who would see it?” Then group members started responding in rapid-fire succession: “How would that be funded?”

“Wouldn’t they rather have something else? Like food/shelter?”

“Good point,” said another.

Someone said, “Wouldn’t it be nice to have something besides western influence for them.

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### “IN 2002 THE WORLD BANK ASKED 60,000 PEOPLE LIVING ON LESS THAN A DOLLAR A DAY TO IDENTIFY THE SINGLE GREATEST HURDLE TO THEIR ADVANCEMENT. ABOVE EVEN FOOD, SHELTER OR EDUCATION, THE NUMBER ONE NEED IDENTIFIED WAS ACCESS TO A VOICE.”

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Group members responded quickest to this message. The first to speak said: “It’s kind of interesting. I think people like facts and numbers and surveys and the progression of the info was like wow—what are they gonna say? And people like that.”

Another group member said: “That message combined with people dying of thirst in Mumbai is compelling. If they’re dying of thirst and think what they need most is a voice, that is compelling.”

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### “ACCELERATING SOCIAL CHANGE BY EMPOWERING COMMUNITY VOICES.”

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This phrase was not a favorite for the focus group. Responses included “vague”, “long.” One group member said: “I like it as sort of a teaser tagline thing if it’s going to be followed by more info. It peaks my interest. But it’s not descriptive.” Another group member said definitely: “I wouldn’t give my money.”

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### “EVERYONE HAS THE RIGHT TO FREEDOM OF OPINION AND EXPRESSION; THIS RIGHT INCLUDES FREEDOM TO HOLD OPINIONS WITHOUT INTERFERENCE AND TO SEEK, RECEIVE AND IMPART INFORMATION AND IDEAS THROUGH ANY MEDIA AND REGARDLESS OF FRONTIERS.”

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This statement was not a crowd favorite either. Respondents said it sounded like “a mission statement”; “very American”; “UN-- I mean that in a bad way.” Another participant said: “It’s really wordy and I guess it would be more powerful if it was something more like freedom of expression is a basic human right.”

One participant said: “I don’t like it when organizations talk about peoples’ right to this or right to that; I find it easier to say everybody’s voice is valuable. The word “right” rubs me the wrong way.”

## WRAP-UP GONE AWRY

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In an attempt to finish up and ask the group members for final recommendations, we shared the Video Volunteer’s “About Us” messaging with the focus group.

*Video Volunteers’ vision is a global social media network, which provides solutions-based media for marginalized and poor communities around the world. They are working to create a sustainable global ‘community media network’, a kind of CNN or BBC for the one billion people living on less than two dollars a day. They envision an alternative media landscape in which tens of thousands of people around the world, living in slums and villages, are producing high quality video content that brings awareness to communities and empowers members to take action. This media is shown locally to accelerate change, while also being distributed through the mainstream media.*

After this, we asked if everyone in the focus group understood the mission and delivery of Video Volunteers?

One participant asked: “Are they gonna watch the videos? Who’s gonna watch the videos? I don’t understand at all.”

Another said: “Is it social marketing through media? I’m not totally understanding it. “

One respondent offered a slew of recommendations: “Use less buzzwords. Just say what you are trying to do. That statement is full of buzzwords. It’s like someone took the thesaurus and picked out words... Are you trying to get people in impoverished areas to communicate with each other to build a community? Are you trying to allow people in impoverished areas to communicate *outside* to make people aware of what’s happening inside? What’s the goal?”

Maybe a better way to explain it, said one participant is “to tell a story about how in a perfect world this would work. Imagine a group of local people make a video and they show it to their neighbors, who tell their neighbors, who make a plan to solve a problem then they go on to lobby congress. And then someone makes a video about that.”

Focus group members really liked the suggestion. One participant said: “Yeah, examples are powerful.”

Another participant continued to grapple with the mission statement, but ultimately thought he had figured it out: “At first I didn’t get it, but I think I get it now. I had to take myself out of my western mind. I was thinking of myself watching a video online thinking okay, how is this going to benefit the global poor? I started thinking how do you empower a poor community?” He went on to say that “empowered videos could be a movement. Hip hop was an empowering thing that helped raise people out of the

ghetto. Hip hop by itself doesn't empower. It's the message they put into it that empowers community. Hip hop is a vehicle, like the videos. To give you poor people the ability to shoot a video doesn't empower them. It's the content of the video that does."

One participant said: That's what Video Volunteers is all about then—"giving people the tools they need to empower themselves. Cool."

### 3. STRATEGIC RECOMMENDATIONS

#### 3A. BRAND STRATEGY FOR VIDEO VOLUNTEERS

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To build a strong brand, you must be:

- **Differentiated** – how is Video Volunteers different from other (poverty) causes?
  - Give the poor a voice
- **Relevant** - why should people care? What do you want people to know about you? How do you get them to care?
  - Video Volunteers has proven results. Show consumers these results in an upfront, easy-to-understand way.
- **Sustainable** – what do you want people to do now?
  - Take action. Tell your friends about it.
  - Provide “share this” links to videos. Make donating more prominent and easy to find.

Differentiated	Relevant	Sustainable
<ul style="list-style-type: none"><li>• How is Video Volunteers different from other (poverty) causes?</li></ul>	<ul style="list-style-type: none"><li>• Why should people care?</li><li>• What do you want people to know about you?</li><li>• How do you get them to care?</li></ul>	<ul style="list-style-type: none"><li>• What do you want people to do now?</li></ul>

#### 3A1. DIFFERENTIATING THE VIDEO VOLUNTEERS BRAND:

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##### Creating a Value Proposition:

Video Volunteers is perhaps the only organization in the world that is empowering poor communities through the use of media. We found Film Aid is the only organization that has a similar business model. However, Film Aid primarily works with refugees and communities in war-torn areas, whereas Video Volunteers potentially has a mandate to work with poor communities anywhere in the world.

We narrowed Video Volunteers’s competitive landscape through the use of the below 5 filters. Applied successively, to a finally arrive at a space that only Video Volunteers owns, and thus create a value proposition for Video Volunteers.

1. Poverty Focus “of the poor”:
  - Witness

- BBC World Service Trust
- CNN – iReport
- ClearerChannel.org
- Listen Up!
- Our Media
- Voices of Africa
- Global Oneness Project
- One World TV
- Fifty Crows
- Social Venture Capital Funds
- MFIs
- Int’l Dvpt Orgs
- Oxfam
- Local Media Orgs ex. NDTV
- Video Volunteers
- Film Aid

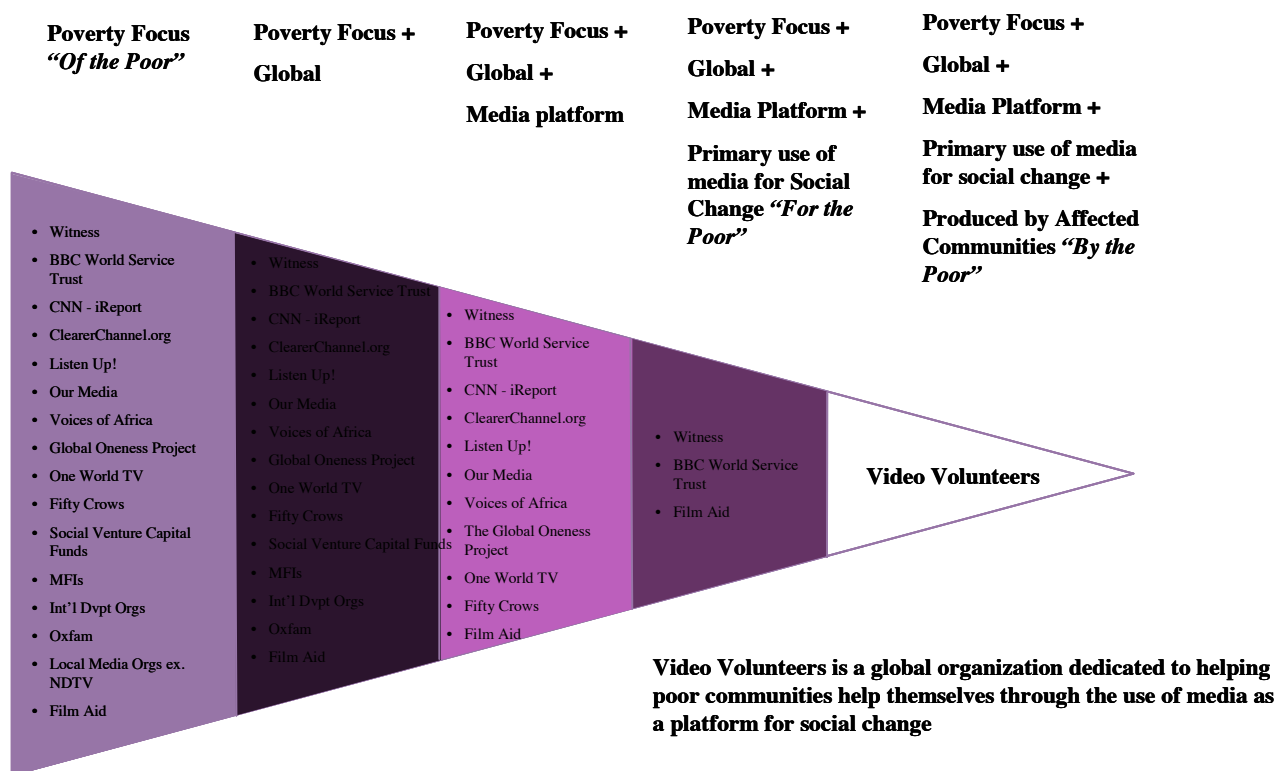
## 2. Poverty Focus + global

- Witness
- BBC World Service Trust
- CNN - iReport
- ClearerChannel.org
- Listen Up!
- Our Media
- Voices of Africa
- Global Oneness Project
- One World TV
- Fifty Crows
- Social Venture Capital Funds
- MFIs
- Int’l Dvpt Orgs
- Oxfam
- Video Volunteers
- Film Aid

## 3. Poverty Focus + global + Media Platform

- Witness
- BBC World Service Trust
- CNN - iReport
- ClearerChannel.org
- Listen Up!
- Our Media
- Voices of Africa
- The Global Oneness Project
- One World TV
- Fifty Crows
- Video Volunteers
- Film Aid

4. Poverty Focus + global + Media Platform + primary use of media of social change (“for the poor”)
  - Witness
  - BBC World Service Trust
  - Video Volunteers
  - Film Aid
  
5. Poverty Focus (“of the poor”) + global + Media Platform + primary use of media of social change (“for the poor”) + produced by affected communities (“by the poor”)
  - Video Volunteers!



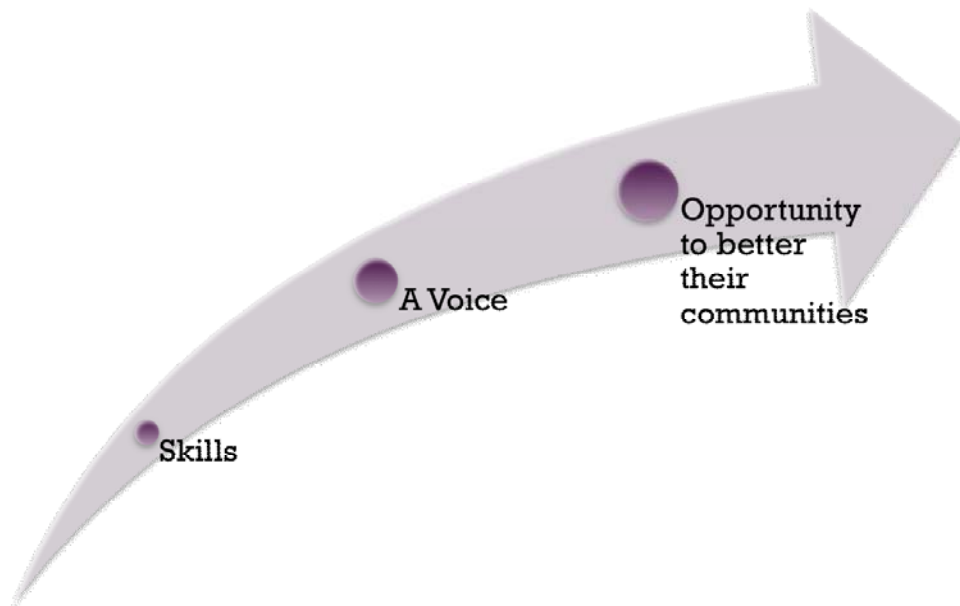


### 3A2. ESTABLISHING VIDEO VOLUNTEER'S RELEVANCE:

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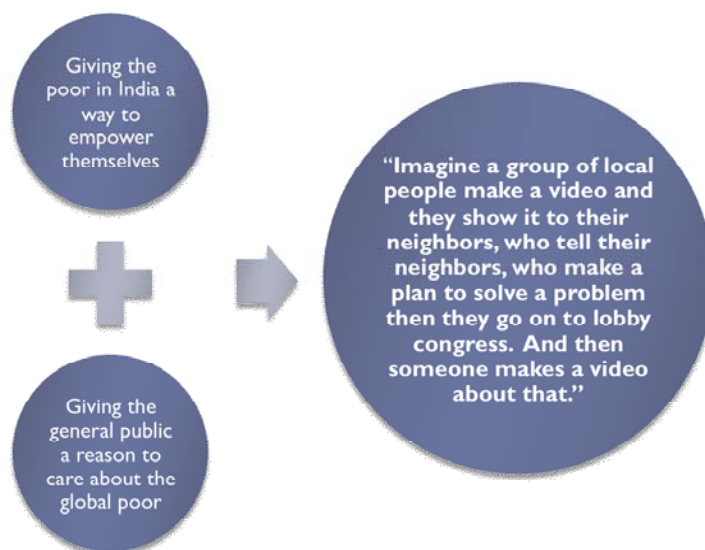
#### What Does Video Volunteers Provide to the Global Poor?

"I really like the idea of Video Volunteers. I feel like it's so difficult to find people who are speaking up for themselves and giving them actual physical skills as well."



#### Why Video Volunteers Matters

- It gives the poor in India a way to empower themselves, and it
- Gives the general public a reason to care about the global poor



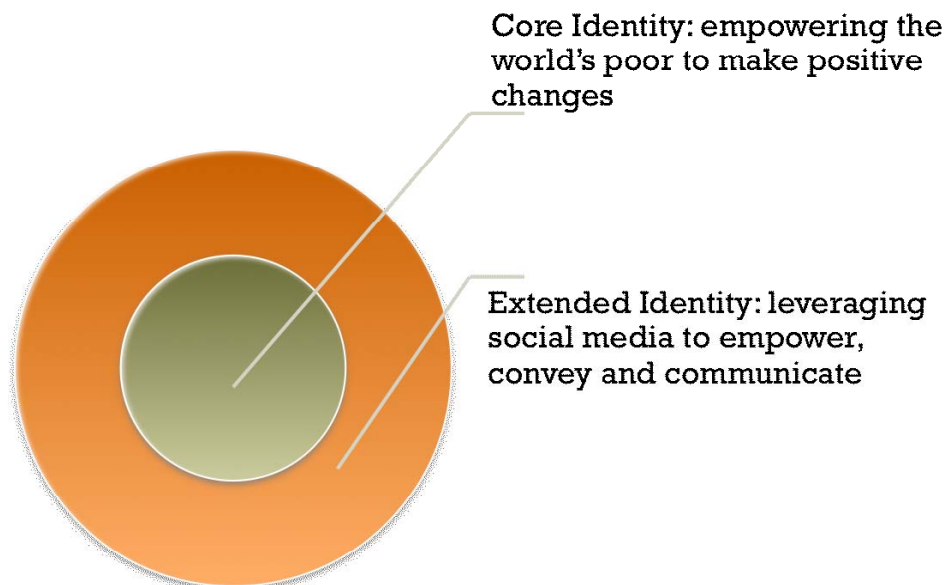
## Video Volunteers – Serving a Dual Purpose

Video volunteers serves a dual purpose both within the local communities in which it works as well as with the international audience that it targets to create awareness about issues facing the poor. The impact on both is different and so is the reason why they care about Video Volunteers. This has the following implications for Video Volunteers:



## Video Volunteers: Brand Identity

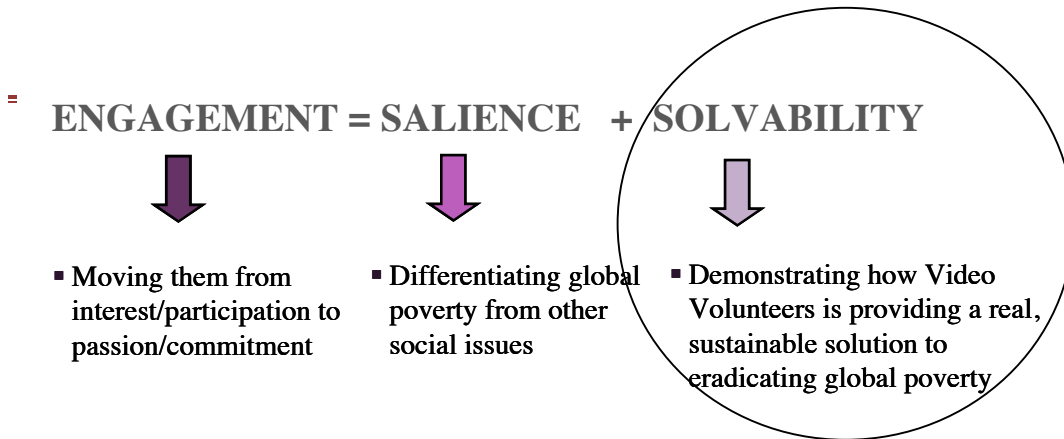
When creating and engaging an audience, it is important to note that Video Volunteers’s identity can be segmented into a core identity and an extended identity. The core identity is empowering the world’s poor to create positive changes. That is the end goal. The extended identity is the means to an end i.e. the method that Video Volunteers uses to achieve its ultimate objective of empowering the poor. The core identity is what will draw most of your viewers as that is what creates an emotional appeal. Irrespective of whether or not they appreciate your extended identity (i.e. by watching your videos), it is the core identity that will motivate them to support your work.



### 3A3. CREATING A SUSTAINABLE BRAND:

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Video Volunteers must first convince people to care, then once you've won their concern by demonstrating the viability of your approach, give them easy ways to embrace your mission and help spread it. In order to create a sustainable brand, its followers must have easy ways to engage with the organizations (*please refer to "Engaging the Audience" under Strategic Recommendations*).



### 3A4. UNDERSTAND YOUR STRENGTHS & WEAKNESSES

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#### Strengths

**Value proposition:** Giving the global poor a voice through community-produced media is very unique. No other organization is doing exactly this.

**Unique selling point:** Community Video Units and producers have compelling personal stories of what VV means to them and how it has changed their lives. The CVU program has been a success: programs continue everywhere, producers love their work, and films are popular in community.

**Experience:** VV has had several years to build the organization in India (brand awareness and respect strong in-country)

**Already Achieved Results in India:** 150-400 people watch videos during community screenings. Videos have resulted positive changes in communities

**Credibility:** Awards like Echoing Green and Knight lend credibility amongst community-minded international consumers

**Management/Board:** Access to individuals/advisors with significant media, entertainment, and marketing expertise

**Fundraising:** Have leveraged "media" and "technology" successfully to get funding

#### Weaknesses

**Disadvantage of proposition:** Local content and focus makes international appeal difficult

**Brand clarity:** Relationship between VV and C19 unclear/confusing for international consumer

**Stated mission unclear:** Raise community awareness about health, human rights, child marriage, water access and livelihood (public service oriented messages) **vs.** Become CNN for the one billion people living on less than two dollars a day (news-focused approach)

**Product appeal:** Are international consumers in the market for well-produced content about the world's poor or locally-produced content by the world's poor

**Specific take-away action unclear:** After watching videos, international consumers should "do" what?

## Opportunities

**Explosion of Social Media and New Technologies:** Makes audience more primed to receive information through digital space and forums like YouTube and offers many low-cost vehicles to reach your audiences

**Social Networking Prominence:** VV can use free mechanisms to showcase content and build communities amongst international consumers to engage more directly with VV

**Very unique differentiator:** No one else has the corner on community-produced media

**Potential for Producers:** Network of Producers could create a profit-generating business in the future, especially if we capitalize on the board and partnerships

**Access to Networks:** Beyond Board, have access to Echoing Green and Knight for expertise and program champions

## Threats

**Crowded Marketplace:** VV must win international consumers from a very crowded marketplace with many competing NGOs using digital means to reach and win consumers

**Videos don't "sell":** International consumers may be too accustomed to professional quality videos, and will be less likely to watch a VV-produced video or find it compelling

**Consumers don't take action:** Even if consumers are willing to watch the videos, they may not feel compelled to act or engage if the option is not deliberately presented

**Low Barriers to Entry+ Attractive Value Proposition:** Just because VV has the market cornered now does not mean that it will stay this way. Other NGOs or even for-profit groups may imitate model, making VV no longer unique.

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## NOTE ON PUTTING TRAINING MANUALS ONLINE:

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One opportunity for Video Volunteers is to consider is posting their video producer training content on-line. This has both advantages and disadvantages, however the underlying strategy for doing so at this time is unclear. If Video Volunteers is seeking to train more of the global poor to become video producers, how likely is it that these constituents will have the internet access or the time to go through these on-line videos? Additionally, how important will these people think this training actually is, without understanding what Video Volunteers is and what the organization has accomplished thus far. However, if Video Volunteers is seeking to provide video producer skills to a general audience-- beyond the global poor- putting the manuals on line might make sense. However, we are not sure how this would best fit with the Video Volunteers' goal to empower the world's poor to tell their stories in order to affect positive change in their societies. Therefore, given the now unclear link between placing videos on-line and empowering the poor, it would make more sense to keep the manuals off-line at this point.

### 3B. CREATING AN AUDIENCE

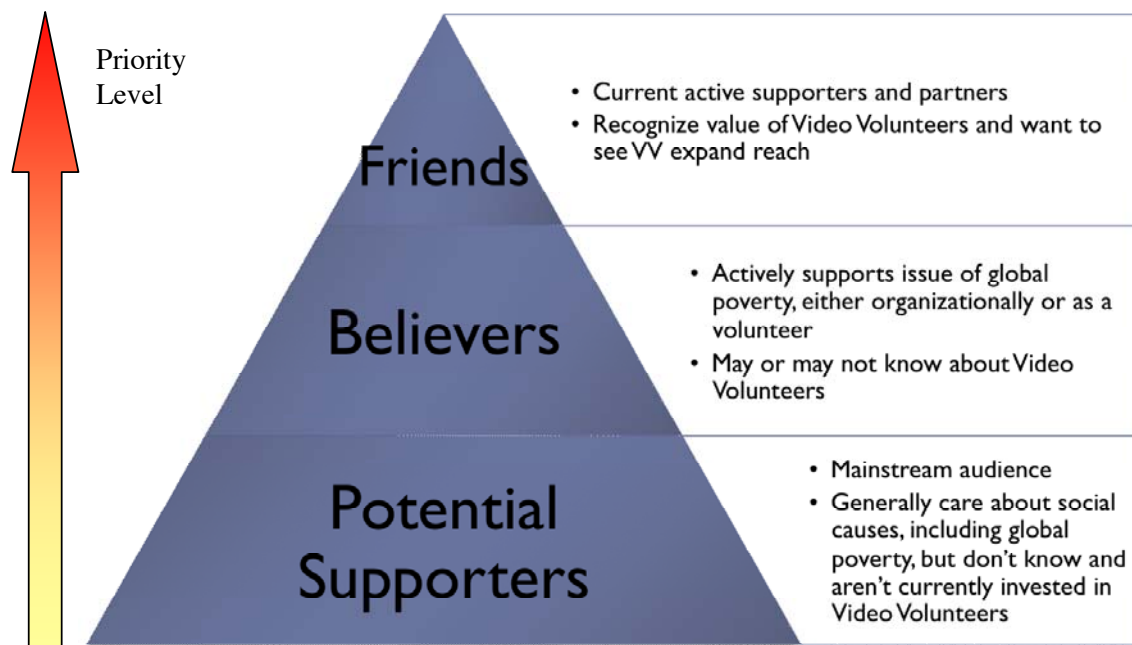
**Summary:** Based on our research findings, we suggest that Video Volunteers take a strategic approach in building the organization and its core audience. Video Volunteers can create an instant audience by partnering with organizations that have the kind of audience that Video Volunteers seeks i.e. people who are socially –conscious, care about the global poor and are likely to take action to help alleviate it. By leveraging the brand-name, resources and network of established players in the NGO space that share the same goals as Video Volunteers, Video Volunteers can expand its reach among a targeted audience.

#### **Be strategic: Segment Your Audience**

*They need to be strategic in who they reach out to. You cannot go after the mass public. You would be wasting your time....You can't change the world with videos. You have to be realistic. Or even if you can, that is not going to happen with any kind of mass revolution of the mainstream American public Making the videos more interesting – Michael Lemle*

*At National Geographic, we were trying to reach out to 3 different kinds of audiences a) Policy-makers, b) Interested Public and c) General Population. – Betsy Scolnik*

*First, you need to identify who you want to reach out to. The Riney Pyramid is a great way to segment your audience – Mass Media should be used to create awareness, Targeted Media to reach out to a “concerned audience” and “custom media” to reach out to much smaller group of people. The last group is the group you want to empower with the necessary tools to create change. – Katie Carpenter*



**Mobilize your friends:**

- **Who they are:** Those who are currently actively engaged with Video Volunteers - they know you and your mission and want to help spread it
- **Current level of engagement:** Medium – high; already know your organization and understanding of strengths and challenges
- **Limitations:**
  - o Small size
  - o Competing priorities - many in this audience are directly involved with other non-profits
- **How to leverage:** Build partnerships that will enhance and expand outreach of Video Volunteers
- **Priority:** High

**Inspire your believers:**

- **Who they are:** They care (very much) about the issue of global poverty and are working in some capacity, whether paid or voluntary, to help raise awareness and eradicate it
- **Current level of engagement:** Low to medium – they may or may not know about Video Volunteers, but they are well-versed in the issue of global poverty and some of the organizations involved in the cause
- **Limitations:** Need to be convinced that Video Volunteers value proposition is most relevant to them
- **How to leverage:** Give them a reason to care about Video Volunteers and spread its mission – whether it's through partnerships, coverage or more direct involvement
- **Priority:** Medium - High

**Reach your potential supporters:**

- **Who they are:** Those who are socially minded and are active at some level in at least one cause
- **Current level of engagement:** Likely to have little to no knowledge of Video Volunteers; may care about global poverty as an issue, but just as likely to support another cause
- **Limitations:** Although the largest potential segment, also the least committed and most fickle; want an easy way to engage with the cause, but skeptical if not already convinced about mission
- **How to leverage:** Demonstrate VV's value proposition by delivering a clear message and call-to-action; help them help spread the mission
- **Priority:** Medium

## WHO'S YOUR AUDIENCE?

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### User Profile for the Average Viewer:

- Is socially conscious
- Cares about the global poor
- Most common age range: 25 – 45
- Most common occupations:
  - o Students & Activists
  - o NGO practitioners
  - o Work in Media/Publishing/Arts
- Likes to take an active role in helping the cause

### How do you reach your intended audience?:

Who's the Audience?	How do you reach the audience?
<b>a. Consumers of social-conscious media</b>	<ul style="list-style-type: none"><li>- Partner with other social media organizations – Film Aid, Witness, Listen-Up, MTV etc.</li><li>- Showcase your videos on organizations that aggregate socially-conscious videos, such as the One World TV, Global Oneness Project, CNN iReport etc.</li><li>- Showcase your videos on leading video platforms – You Tube, Google Video, Hulu etc.</li><li>- Partner with documentary film-makers</li><li>- Showcase VV's videos in relevant Film Festivals</li></ul>
<b>b. Cares about the global poor in general</b>	<ul style="list-style-type: none"><li>- Partner with other global poverty organizations, such as the Grameen Foundation, Oxfam etc.</li></ul>
<b>c. Cares about specific issues impacting the poor – water scarcity, gender discrimination, health, education etc.</b>	<ul style="list-style-type: none"><li>- Partner with single-issue NGOs to create and distribute targeted videos on specific issues</li></ul>
<b>d. Socially-conscious targeted audience - students and activists</b>	<ul style="list-style-type: none"><li>- Distribute VV videos in schools and colleges</li><li>- Engage media students in the process of creating videos</li><li>- Spread your message through leading journalists, academics, social activist, bloggers etc.</li></ul>
<b>e. Socially-conscious mainstream audience</b>	<ul style="list-style-type: none"><li>- Reach a mass audience cheaply and quickly through social media tools - You Tube, Facebook, Twitter</li></ul>



## PARTNERSHIP OPPORTUNITIES TO CREATE AN AUDIENCE:

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### OTHER MEDIA-BASED SOCIAL CHANGE ORGANIZATIONS

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- Partner with other organizations that are also looking to produce videos on local issues in places where VV is currently working, such as India. Organizations such as Film-Aid, Witness and Listen-up, could benefit from VV's local expertise as well as relationships with local communities, while VV could increase awareness about its work by leveraging the brand-name, existing customer-base, funding contacts and complimentary skills of these organizations.

*Chris Michael (Witness): Witness and VV can think together about how best to use video as a tool to help an issue. We can combine their relationships with local communities with our international name brand/recognition to work together effectively. The fact that we have brand recognition can also be an asset in working together as it can make it easier for getting funding for relevant projects.*

*Austin Haeberle (Listen-Up): Within context such videos can have a lot of appeal but without it, very little. For instance, a video about water rights will be effective within groups talking about and taking actions on water issues.*

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### FILM-MAKERS

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- Reach out to leading film-makers that are making documentaries on social issues similar to what VV covers in their videos, and see if VV videos could be included in the documentary footage

*Austin Haeberle (Listen Up): One thing VV can do is collaborate with film-makers to incorporate its work into the footage of their films that get shown in film festivals. For instance, the documentary film "Why We Fight?" contained a short film produced by the Educational Video Centre.*

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### SINGLE-ISSUE NGOS

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- Partner with single-issue NGOs focusing on issues highlighted in VV videos
- Explore cross-branding opportunities with other NGOs. For each video, provide a list of NGOs that are working on those issues. In exchange, ask those organizations to include VV video on their website.

*Eric (PHR): Possibly; we chair health workforce at international initiative. We are in the process of changing our website, but may make sense for us to post links to VV videos specifically about health. I particularly liked the video about doctors not showing up in the villages, and people learning about their right to health. More videos like this would be especially useful for us.*

*Steve Mendelson (FilmAid): Exploring partnership opportunities with other NGOs is crucial. At Film Aid, we have partnered with several organizations for various aspects of our work. No organization can be all things to all people... VV could use the attention being concentrated on water issues in international*

*developmental circles right now to garner attention for its work by working with other organizations/ film-makers etc. currently working on water issues.*

*Caitlin Weaver (NYU Wagner): ... if there is a video on water sanitation, there could be links provided for organizations that are working on water-related issues. This way if someone is interested in getting more involved with a particular cause or issue, they have an avenue to do so. VV should explore partnership opportunities with other issue-specific non-profits.*

*Michelle Chaplin (BRAC): You can also monetize the video by selling them [even if it is at cost] to cause-based NGOs, by offering to produce videos for them on a particular issue, which they could then use for their promotional purposes.*

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## MEDIA STUDENTS

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- Create internship opportunities for media students to come to India and help with the production of videos

*Caitlin Weaver (NYU Wagner): It would be great to get students involved in the process of film-making. If there could be a program whereby students could work for a week or 10 days on a CVU and see the process of making a CVU that would be really interesting for the students. It would be useful for VV as well as it would get additional resources and expertise to produce these videos.*

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## JOURNALISTS

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- Contact leading journalists covering social issues (ex. Nicolas Kristoff, Thomas Friedman etc.) to see if they could make a notable mention of VV in one of their columns.

*Chris Michael (Witness): VV should contact people/journalists that are writing about issues being covered in their videos and ask them to promote VV.*

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## SOCIAL ACTIVISTS/ACADEMICS

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- Reach out to leading social activists, such as Jeffrey Sachs, who have a strong anti-poverty agenda, to see if they could make a notable mention of VV's work in their talks.

*Katie Carpenter: Contact someone like Jeffrey Sachs who is working on the Millennium Development Goals and see if he can make a notable mention of your work on his roadshows.*

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## LARGE FUNDERS

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- Reach out to large Funders, such as Gates Foundation, that can both fund and distribute VV's work

*Michael Lemle: You need to partner with large funders that would appreciate your work, like a Ford or Rockefeller, but instead of going hat in hand for new grants, see what they are already doing with projects and issues that you are interested in, and get them to set aside 1% of that grant for you to make*

*a video on that issue. If they are funding a \$50 million project on poverty alleviation, see if you can get 1% of that to make a video on that project.*

*Betsy Scolnik (Gates Foundation): [We] would love to learn more about the organization. I think what they are doing is great. I am sure there are partnership opportunities we can explore. We are one the largest distributors of video.*

*Michelle Chaplin (BRAC): Globalgiving.org and JolkoaaFoundation.org are two organizations that could be a potential source of funds for VV.*

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## SCHOOLS

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- Distribute VV videos in school and colleges for educational use.

*Lara Galinsky (Echoing Green): The videos could be used in schools and with parents as an educational tool to teach children about social issues*

*Maggie Cooper: That would be great for kids in schools to watch since it doesn't take a lot of time but presents [the issues] in a clear and powerful way.*

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## VOLUNTEER SERVICE ORGANIZATIONS

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- Partner with volunteer service organizations, such as Peacecorps or Americorps – VV videos could be used as part of their recruitment initiatives

*Katie Carpenter: You can also contact organizations that are trying to reinvent themselves like Peace Corps, Ameri Cares or the IRC, and see if they could use your videos in helping their volunteers learn more about the countries in which they offer volunteer opportunities.*

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## FILM FESTIVALS

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- Explore opportunities to showcase VV's work in relevant film festivals ex. the UN Film Festival

*Lara Galinsky: The Sundance Cable Channel is one potential avenue for distributing content*

*Michelle Chaplin, Katie Carpenter: You could try getting on the UN Film Festival*

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## SOCIALLY-MINDED CORPORATIONS

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- CSR Units: Contact leading organization with related CSR Initiatives
- Companies creating/marketing products specifically for and to the poor

*Katie Carpenter: Work with organizations or companies that are promoting products within these communities – such as a Solar company that is making cooking stoves for use within these communities. Contact the companies and offer to make videos for them on the kind of impact their products have had on the lives of these people, and charge the companies for making those videos.*

## 3C. IMPROVING COMMUNICATION TO YOUR AUDIENCE

### 3C1. WHAT TO DO YOU SAY TO THEM?

Summary: 'What do you say to them' focuses on the actual content that you should provide to your viewers. 'How do you say it' focuses on the various mechanisms that can be used to deliver that content or message.

#### TELL THEM YOUR MISSION

- Clearly communicate your vision in a way that explains the problem and allows people to make an emotional connection to the cause
- Using appropriate messaging, VV should make a clear but powerful case for why the 1 billion poor need their own media industry
- Sell the vision of what the world would look like if the poor were given a voice, and how the audience can empower the poor to make that happen

#### TELL THEM THE VIDEO VOLUNTEERS STORY

- Give your viewers more information on the process of creating a community video
- Mainstream audiences may not be interested in watching the videos themselves, but they are interested in whole process of how the community gets together to create a video, watch the video and the impact those videos have on those producing/watching them

#### TELL THEM HOW YOU MAKE AN IMPACT

- People want demonstrable results; overcome skepticism by providing tangible results.

#### TELL THEM JESSICA'S STORY

- TV Networks may not be open to showing VV's videos given that the issues covered are too far removed for the average American and therefore, unlikely to attract advertisers. They would, however, be more interested in Jessica's story for creating Video Volunteers, as that is something more Americans could relate to.

*Michael Lemle: I could see a CNN or a BBC being a lot more interested in Jessica and her story. Here you have someone who could be living a very easy life in the Hamptons, but has chosen to dedicate her life to this kind of work. That's a story that would appeal to many people. Figure out ways to promote Video Volunteers through Jessica's story.*

#### TELL THEM WHAT THE CORE MESSAGE OR SOUND-BITE FOR EACH VIDEO IS

- For each video, tell them what the issue is, why it was important to make a video on that issue and how it impacts the lives of the poor

*Chris Michael (Witness): VV could benefit from providing greater direction to viewers in terms of which videos to watch and why – providing guidance on questions like “here are the 5 videos I should share and why?” or “here are the 2 or 3 videos I must watch and why?”*

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## TELL YOUR AUDIENCE WHAT YOU WANT THEM TO DO AFTER WATCHING EACH VIDEO

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- For each video, there must be a call to action – what to do you want your audience to do after having watched these videos?
- Provide several options such as forwarding the video to a friend, contacting an NGO working on that issue, signing a petition to be sent to local authorities, where to go for more information etc.

*Steve Mendelson (Film-Aid): “It is important that the viewers of these videos not just be passive consumers of these videos but have ways to engage with the content.”*

*Lara Galinsky (Echoing Green): There has to be a call to action connected to every video. Otherwise the reaction you will get is “I am sad or I am happy or I am pissed, but what do I do about that?”*

## 3C2. IMPROVING COMMUNICATION WITH YOUR AUDIENCE

### HOW DO YOU SAY IT?

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#### CREATE A VIDEO VOLUNTEERS COMMERCIAL

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- Create a compilation of various videos that VV has produced thus far, highlighting the process of how communities come together to produce and watch the videos i.e. highlighting “by the poor angle”
- Get people interested in what VV does. Once you have grabbed people’s attention they would be more interested in watching the individual videos.

*Steve Mendelsohn (Film Aid): “It is important to package the videos differently for an international audience and “jazz it up”. One of the things Film Aid has done to create awareness about its work is to create a 3-minute commercial that is basically a compilation of excerpts of the various videos that we have produced thus far. The commercial, available on You-Tube, was by design, made in a certain format to pique interest of non-local audiences in Film Aid’s work. This is something Video Volunteers could look to do as well.”*

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#### RE-PACKAGE VIDEOS FOR MAINSTREAM AUDIENCES – MUST BE SHORT, CLEAR AND ENTERTAINING

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- Create different versions targeted for different audiences
- Create shorter 2-3 minutes “teasers” for each video

*Chris Michael(Witness): The challenge with the videos, especially with the online community, is that most people will not watch a 30-minute video. Instead, what VV could do is create a 2-3 minute teaser piece for each video that highlights the fact that the videos have been produced by the community themselves, the subject matter that is covered and why it was important to cover that particular issue. That would pique people’s interest, condense or summarize the core message in an interesting format, and those that are interested in learning more can be directed to watch the full 30-minute video.*

*Steve Mendelsohn (Film Aid): “The same video made for a local audience will not work just as well with an international audience. At Film Aid, we find videos produced by the refugees work very well in the refugee camps or the local communities within which they are shown, as they can relate to and connect with the content of those videos. But, if we were to show the same video to a mainstream audience, they will most likely find it “boring, hokey or poorly made... There definitely is interest in watching videos of the poor. Any one interested in humanitarian issues is likely to be interested in such videos. Students and Activists, in particular, usually show a great deal of interest in such work. Broadly as well, as long as the videos have some entertainment value as well, audiences can be quite receptive to the right content packaged in the right way.”*

*Katie Carpenter: If you don't make the videos easier to watch, the only people who will make the effort to watch are the people who really care to watch, and in that case, you are just preaching to the choir.*

*Michael Lemle: The key question is would you stay home on a Friday night to watch such a video with "semi-low production value" when you have the option to go out and watch the latest Hollywood blockbuster....People have enough information already. The issue is how do you get them to care; how do you get individuals to change behavior? For that you need skillful use of drama and art.... Make and package videos in such a way that makes them think that they want to watch it, not that "they should watch it"*

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## SAY IT THROUGH OTHER TRUSTED VOICES

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You can create greater confidence in your work and your message by letting other trust-worthy users spread your message.

- **Journalists**
- **Social Activists**
- **Bloggers:** VV should build a stronger relationship with a core group of bloggers that can serve as brand ambassadors about VV's work and disseminate information about it(Chris Michael).
- **Celebrity endorsers:** Will Smith is really interested in India right now. It would be great to involve a celebrity like him in promoting VV's work (Steve Mendelson).
- **Influential People within the Indian Diaspora:** Need a "champion" that could be your brand ambassador. For instance, there is a lot of buzz surrounding Slumdog Millionaire and India right now. It would be great to get one of the stars of the movie to endorse VV and promote its work (Caitlin Weaver).

*"I became disenchanted by 'marketing of misery' [by non-profits] and I would rather just give money to a guy on the street."*

*"I am socially conscious but refuse to give money to organizations because I don't trust them."*

*"I don't like to learn about non-profit organizations from their websites because they are propaganda."*

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## SAY IT THROUGH YOUR BOARD MEMBERS

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*Michelle Chaplin(BRAC): Have a common message that all Board members could use to reach out to the media, but make sure the message is not anti-popular media.*

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## SAY IT THROUGH POPULAR MEDIA - BOLLYWOOD

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Leverage the mass-appeal of Bollywood to spread your message:

- Create a promotional piece that could be shown in theaters showing Bollywood movies (Steve Mendelson).
- Set up mobile-Bollywood screenings in local communities across India, since Bollywood movies are likely to get traction with a lot of people. VV videos could shown at the same screenings before or after the movie as an infomercial (Michelle Chaplin).

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## DEVELOP YOUR DIGITAL IMPRINT

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- Build your presence on social networks - YouTube, Facebook and Twitter
- Video Volunteers homepage should provide direct links to your YouTube, Facebook and Twitter, in addition to providing tools that make it easy for viewers to share favorite videos
- Make it easy to find the Video Volunteer channel on YouTube
- Facebook page should consistently convey the VV brand (i.e. logo and messaging)
- Facebook page should be managed more actively to boost number of fans higher than 50
- Use Twitter to start an ongoing dialogue, and alert users every time a new video is posted on the Video Volunteers website.

*Chris Michael (Witness): Using search engine optimization, VV should ensure that when people type "India and Human Rights" or "India and Video", Channel 19 or VV should be the first sites that show up. Or when searching for a video on a particular issue, such as women's empowerment, their video should be the first one that shows up.*

*Michelle Chaplin (BRAC): You need to go wherever your audience is*

*Katie Carpenter: Could use something like Twitter to announce every time a new video is released.*

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## MAKE YOURSELF EASIER TO FIND

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- Manage your network through SEO (search engine optimization) and linking
- Consider investing in an AdWords campaign to boost awareness
- If maintaining separate destinations (i.e. VV homepage, Channel 19 homepage, YouTube Channel), ensure that each site links to the others
- Similarly, all social network presences should generate awareness of the other ways in which people can find Video Volunteers



## I. IMPROVING THE VIDEOS

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### #1: HIGHLIGHT THE FACES BEHIND THE CAMERA

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The biggest selling point or differentiating factor for these videos is that these videos are not just about the poor, but are also “by the poor”. That is something that is not evident in the videos. The producers of the video should be highlighted. For instance, if there is a way for the people making the video to turn the camera on themselves and say something about what motivated them to create the video, that would put a personal touch on the videos. It’s important that these videos be seen not just as mini-documentaries (of which there are plenty from various other sources) but personal stories as that would automatically pique the interest of those watching, as we have learnt from our research.

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### #2: MAKE BETTER USE OF MUSIC

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- A. Music, if used, correctly, can greatly enhance the production quality of the video. However, the use of the music should be appropriate with the general vibe of the video. The “Gujarat Rape Stories” video uses upbeat Bollywood music in the first half of the video, which is probably not appropriate given that the video is on a serious issue.
- B. Ensure that the background music is not louder than the person who is speaking. While most non-native speakers would be reading the sub-titles, those within the Indian diaspora, who can understand the language, should be able to listen to the speaker clearly.

*Katie Carpenter: Another thing they can is make use of better music. If you want to reach a younger audience, you could incorporate hip-hop music. You could also use Bollywood music. You can get royalty-free music from PumpAudio.com*

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### #3: USE A CONSISTENT STYLE FOR SUBTITLES

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White subtitles against a black background, such as used in “The Bucket” is a good example of subtitles that are easy to read and follow.

White subtitles without any background, such as in “The Gujarat Rape Stories” are not easy to read and follow. That was a complaint that we came across when we showed the video on Water as well.

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### #4: CREATE FOLLOW-UP VIDEOS OR REPORTS

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Create follow-up videos so viewers that are really interested in a particular story have a way of knowing the progress that was made following the video.

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### #5: PROVIDE CALL TO ACTION OPPORTUNITIES

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Tell your audience what they’re supposed to do and then empower them to take that action easily and immediately:

- Share this video
- Contact local NGO

- Sign this petition
- Contact local authorities
- Join campaign to end...
- Donate

*“Ultimately it doesn’t really matter if the video drew you in if, at the end of it, you don’t know what you’re supposed to do with that information.”*

## II. IMPROVING THE WEBSITE

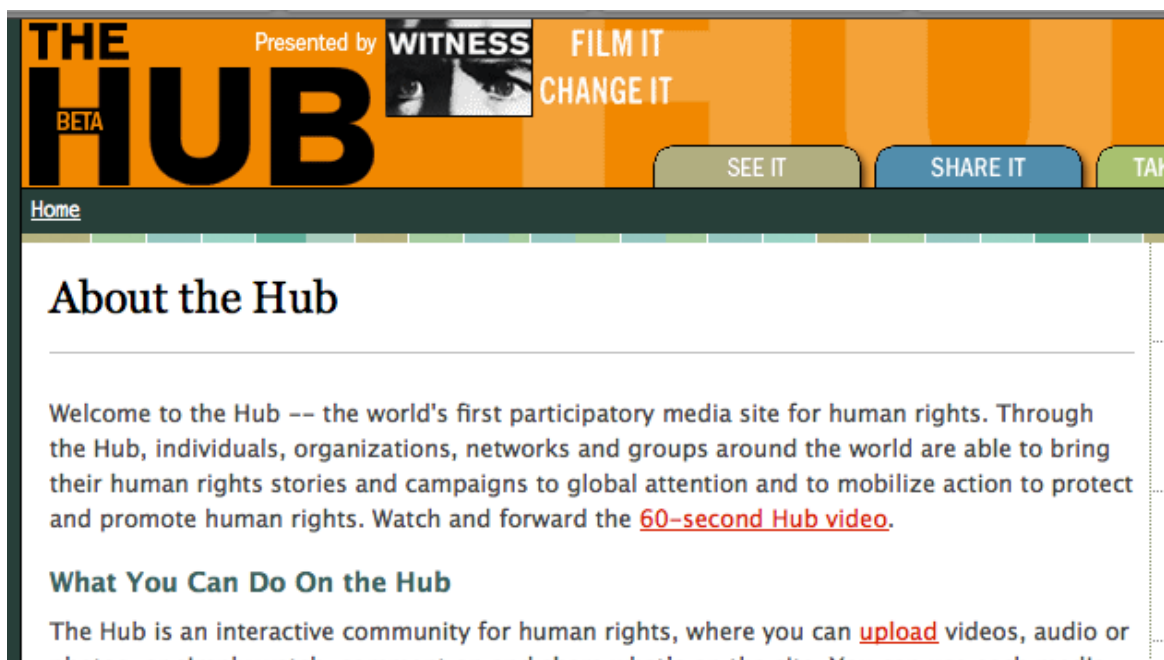
### #1: HAVE A CLEAR BRAND ARCHITECTURE

Make sure all the various initiatives by Video Volunteers, such as Channel 19 and Women Aloud, are clearly linked to the main Video Volunteers website and that users understand that each falls under one brand umbrella.



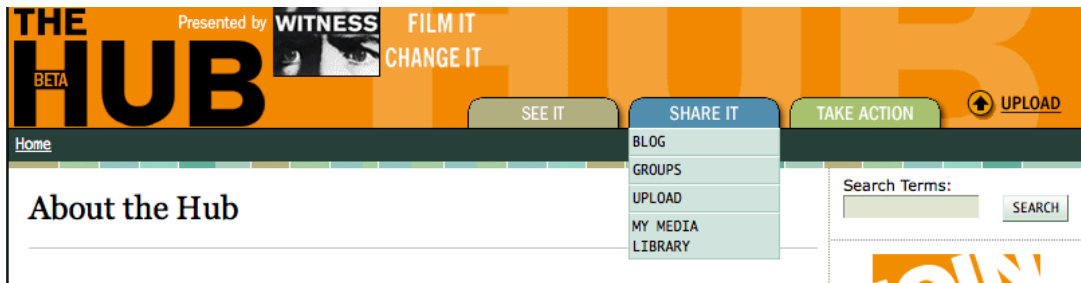
### #2: SHOW VIDEO VOLUNTEERS COMMERCIAL ON HOME PAGE

Summary video provides a quick and easy way for viewers to learn about and share information about the organization



### #3: HIGHLIGHT MOST IMPORTANT ITEMS IN THE NAVIGATION BAR

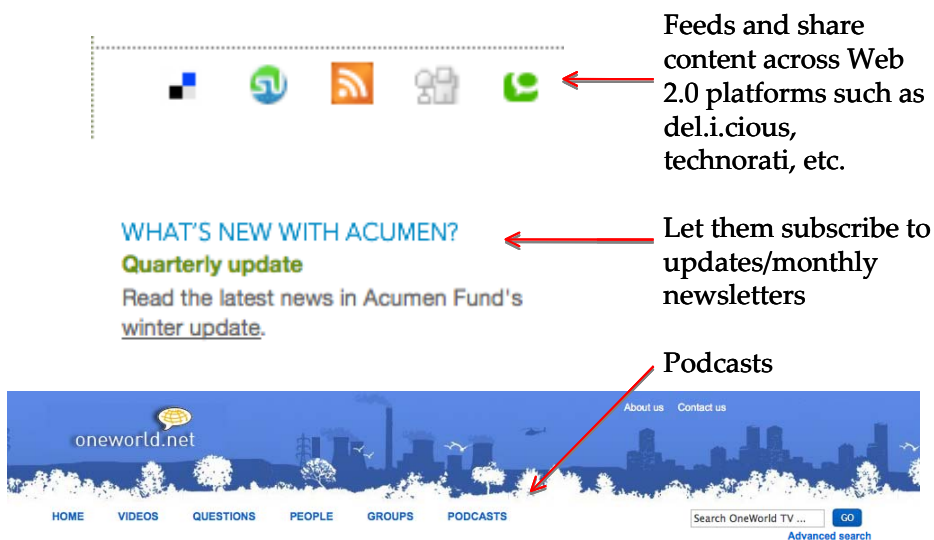
Create a great user experience: keep the site organized and make it easy to search



### #4: LET USERS HELP YOU IMPROVE THE SITE



### #5: PROVIDE USERS WITH TOOLS TO STAY CONNECTED



### III. IMPROVING THE NEWSLETTER

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#### MAKE THE NEWSLETTER MORE USER-FRIENDLY

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- I. Use less text and more pictures
- II. Embed links to the videos, website etc.
- III. Rule of 3: Have no more than 3 news-items in each newsletter.
- IV. Length: at least half of the newsletter should be viewable in the body of the email. Users should not have to scroll down too much to view entire newsletter.

#### EXAMPLES OF MESSAGES THAT WORK

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- “Developing these young people into the leaders they wish to be, and that their community so desperately needs, is a critical part of the training that Video Volunteers and Drishti are providing them”
  - o I wish I had this part sooner. Maybe not necessary to know personal info • too disjointed
- “eager, young” , “new way” , “truck driver”
- “when will you cover my stories”
  - o Why? What is his community video?
- “making films on their issues and screening it back to them every month”
  - o What is the benefit? Should this be larger conversation?
- “...who was making a decent living producing wedding videos before joining this CVU, has a clear vision: I see the villagers waiting for my videos to come out and saying to me, ‘when will you cover my stories?’ ”
  - o How do they feel?
- “I want to be showing people a new way”
  - o Be more specific.
- “I want to create my own identity”
- “I see myself having a lot of wisdom, and understanding what people’s problems are. I’ll be making films on their issues and screening it back to them every month.”
  - o Good. Clearer goal and descriptive of what it is.

#### EXAMPLES OF MESSAGES THAT REQUIRE MORE CLARITY

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- “I want to be showing people a new way”
  - o What is this “new way” ?
- “Critical part of the training”
  - o Why is this critical? Make it obvious, lead the reader down a path so they feel why this program matters.
- “Seven eager young CVU producers”

- Read to the end without realizing the 7 were the producers. Need to know where this is going right away.
- “We have many needs”
  - Such as? Why?
- “I want to be the chief reporter of the CVU” and “I want to be working here as a producer”
  - Why?
- “Financially assist the creation and ongoing expenses”
  - What are the expenses?
  - This doesn’ t adequately explain the needs or the goals. It left me a little confused.
  - Feels inaccessible · separate this out.
  - This (paragraph) doesn’ t motivate me to act. Maybe because this is part of a bigger pitch?

## IV. IMPROVING CORE MESSAGES

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### SUGGESTION #1

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- **Mission:** Empower the global poor to create sustainable change by providing the tools to make them heard
- **Tagline:** Giving a voice to the global poor
- **Vision:** They say it takes a village to raise a child. But did you know that all it takes is a video to raise a village? Video Volunteers works to give a voice to the global poor. That voice gives them the power to tell their story to the world and, by doing so, make their story a little bit better.
- **Method:** Video Volunteers empowers the global poor to make a lasting improvement in their lives by giving them the tools to tell their stories. By sharing these stories, the global poor can bring about sustainable change to their communities.

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### SUGGESTION #2

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- **Mission:** Creating lasting change, one video at a time
- **Tagline:** All it takes is a video
- **Vision:** What does it take to eradicate global poverty? Millions in funding? Dedicated national resources? What if all it took was one video? One video that provided a sustainable means for a poor village to express a voice and, by expressing that voice, improved a life condition. What if that's all it took?
- **Method:** Train communities to produce videos on issues that matter to them as they see them

## 4. APPENDIX

### FOCUS GROUP 1: PEOPLE WHO KNOW VIDEO VOLUNTEERS

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IDI#1

STEVE MENDELSON

Executive Director

Film Aid International

**About Film Aid:** Communities in crisis need knowledge and empowerment. FilmAid provides both, to millions of people suffering the effects of war, poverty, displacement or disaster. Films provide a way to reach many people at once, overcoming literacy boundaries, bringing forth information where it is needed and inspiring hope where it is lacking. Since 1999, FilmAid has worked in partnership with other global aid organizations to bring critical information to more than 1 million people, in places as diverse as Macedonia, Kenya, Tanzania, Afghanistan and the US Gulf Coast. FilmAid engages communities to shape the messages most needed for their survival and strength. We work with communities to create films and videos in their own voice, and to show these films in the most impactful and appropriate settings. FilmAid screenings range from intimate discussion of 40 people to large outdoor screenings, reaching thousands at one time.

**About Steve Mendelson:** Prior to joining FilmAid, Steve was the Executive Director of Project Rebirth, a nonprofit organization based in downtown Manhattan, whose mission is to document the entire reconstruction of the World Trade Center site through a feature-length documentary film and an installation in the Memorial Museum at Ground Zero.

Before Project Rebirth, Steve was the Executive Director of Manhattan Neighborhood Network, the nation's largest nonprofit public access cable television network, where he oversaw all strategic, fiscal, operational, and marketing initiatives. Prior to that, Steve was a General Manager at Razorfish, an Internet design and consulting company, where he developed the Solutions Department and oversaw operations for the New York office. He also worked at Nurun, a French Canadian Internet consulting firm, where he ran New York operations. Steve also worked for a decade with American Express, where he held a variety of marketing positions in the Credit Card, Travel and Financial Services Divisions. He received his MBA from Harvard Business School and a BS in Economics from the Wharton School of the University of Pennsylvania.

#### **Questions:**

1. **Specific Awareness of VV:** What is your current level of awareness and/or engagement with Video Volunteers?



- Level of engagement currently is low; have exchanged a few emails with Jessica
- Familiar with VV's work. Current impression is that they are a small organization focused mostly on India, and that they are doing work similar to Film Aid in producing videos about affected communities in their own voice
- Have not watched any of their videos so cannot comment on them
- Would most definitely be interested in collaborating with VV as both organizations have complimentary strengths. One example would be to produce a video on the condition of refugees living in Northern India from Tibet or Nepal. VV knows India and Film Aid has experience working with refugees, which would make for a good partnership. Further, given that Film Aid is a larger organization and is affiliated with the U.N. (it works with the UNHCR), it can leverage greater resources to work with VV in India. Film Aid also has extensive media training expertise. On the flip side, Film Aid does not have any India expertise, and could really benefit from VV's local knowledge and experience working with communities in India.

2. What is your view of the role of media/videos for development?

- It is the best way to create awareness about social issues on a large scale. One only needs to look at movies like Hotel Rwanda and Slumdog Millionaire to see the kind of impact movies can have in raising awareness about social issues. However, the way that information is presented and packaged is crucial. In order to reach larger and more mainstream audiences, the key is to present that information in an entertaining format. A movie like Slumdog Millionaire is likely to have much broader appeal than say a documentary film like Born into Brothels (though that was effective as well but it had a more limited audience.)

3. **Views on community media:** Based on your experience, what do you feel is the level of interest for videos of the poor? Videos by the poor? Can the same video made for a local audience work just as well with an international audience?

- There definitely is interest in watching videos of the poor. Any one interested in humanitarian issues is likely to be interested in such videos. Students and Activists, in particular, usually show a great deal of interest in such work. Broadly as well, as long as the videos have some entertainment value as well, audiences can be quite receptive to the right content packaged in the right way.
- The same video made for a local audience will not work just as well with an international audience. At Film Aid, we find videos produced by the refugees work very well in the refugee camps or the local communities within which they are shown, as they can relate to and connect with the content of those videos. But, if we were to show the same video to a mainstream audience, they will most likely find it "boring, hokey or poorly made".
- It is important to package the videos differently for an international audience and "jazz it up". One of the things Film Aid has done to create awareness about its work is to create a 3-minute commercial that is basically a compilation of excerpts of the various videos that we have produced thus far. The commercial, available on YouTube, was by design, made in a certain format to pique interest of non-local

audiences in Film Aid's work. This is something Video Volunteers could look to do as well.

4. What are some of the ways in which one can get an international audience to engage with an organization that is making community-produced videos? How should the information or core message be packaged through blogs, website, newsletters etc.?
  - It is important that the viewers of these videos not just be passive consumers of these videos but have ways to engage with the content. For instance, you could create an online media contest, asking users to rate the video with the best message about poverty in India. Anything that allows user to get more involved is good.
5. What resources do you usually use to stay informed about a cause or organization that is important to you?
  - I like "topic consolidators" that aggregate and summarize information from various sources about a particular issue or cause, which then gets sent out as an E-mail Alert
  - Personally, I like attending conferences to stay informed as I really believe in the value of interpersonal learning
6. **VV-specific:** What are some of the ways in which an organization like VV could promote its work?
  - Exploring partnership opportunities with other NGOs is crucial. At Film Aid, we have partnered with several organizations for various aspects of our work. No organization can be all things to all people.
  - This year is the year of Water. VV could use the attention being concentrated on water issues in international developmental circles right now to garner attention for its work by working with other organizations/ film-makers etc. currently working on water issues.
  - VV could create a promotional piece that could be shown in theaters showing Bollywood movies
  - Will Smith is really interested in India right now. It would be great to involve a celebrity like him in promoting VV's work.

IDI#2

CHRIS MICHAEL

Hub Community Coordinator

Witness

**About Witness:** WITNESS uses video and online technologies to open the eyes of the world to human rights violations. We empower people to transform personal stories of abuse into powerful tools for justice, promoting public engagement and policy change.

**About Chris Michael:** Chris Michael comes to WITNESS with years of experience designing, leading and coordinating innovative and high-profile local, national and international social and environmental justice campaigns for organizations such as Global Exchange and Rainforest Action Network. Much of Chris' work has been focused on creative and effective campaigns that utilize technology to promote justice. Additionally, Chris has worked as a field archaeologist, architectural historian and writer. Chris, a graduate of the University of South Florida with a degree in Interdisciplinary Social Science with specializations in International Relations and Anthropology, speaks English and conversational Spanish.

**Questions:**

1. What is your current level of awareness and/or engagement with Video Volunteers?
  - A “huge fan” of VV’s work
  - The work that VV is doing in India in working with local communities and building capacities is “unparalleled”
  - For us, it was a “no-brainer” to work with them as they are a very credible organization with great “integrity.” We value their “long-standing relationships with the communities that they work with”.
  - Witness and VV can think together about how best to use video as a tool to help an issue. We can combine their relationships with local communities with our international name brand/recognition to work together effectively. The fact that we have brand recognition can also be an asset in working together as it can make it easier for getting funding for relevant projects.
2. What are your views on the various delivery mechanisms VV uses to disseminate information about its work?
  - The videos are great and the content is very strong
  - The fact that Channel 19 and Video Volunteers have different websites could create confusion. At this stage, it probably does not matter but as VV scales up its work, it is important to clarify the difference between the two. If someone interested in VV’s work is wondering “I want to help, how do I help?” that question should be answered in clear and consistent manner i.e. through both Ch 19 and VV websites, the questions “What’s the sound-bite?” or “What’s the core message?” should probably lead to the same answer.

3. Based on your experience, what do you feel is the level of interest for videos of the poor? Videos by the poor? Can the same video made for a local audience work just as well with an international audience?
  - Content does need to be packaged differently, but at the same time, you cannot create content for all audiences
  - The challenge with the videos, especially with the online community, is that most people will not watch a 30-minute video. Instead, what VV could do is create a 2-3 minute teaser piece for each video that highlights the fact that the videos have been produced by the community themselves, the subject matter that is covered and why it was important to cover that particular issue. That would pique people's interest, condense or summarize the core message in an interesting format, and those that are interested in learning more can be directed to watch the full 30-minute video.
  
4. How, in your view, could Video Volunteers identify and reach its core audience?
  - First, VV should build a stronger relationship with a core group of bloggers that can serve as brand ambassadors about VV's work and disseminate information about it
  - Second, VV should partner with issue-based or cause-based organizations/activists, for example organizations working on water issues or women's empowerment, in order to reach their audiences
  - Third, VV should raise greater awareness about its work within the Indian diaspora by working with key bloggers, journalists, influential persons in the Indian media etc. that can spread the word
  
5. What are some of the ways in which one can get an international audience to engage with an organization that is making community-produced videos? How should the information or core message be packaged through blogs, website, newsletters etc.?
  - VV should build a list of people that not only consume media but also share media, and then use a small group of people as leverage to reach larger online communities
  - VV could benefit from providing greater direction to viewers in terms of which videos to watch and why – providing guidance on questions like “here are the 5 videos I should share and why?” or “here are the 2 or 3 videos I must watch and why?”
  - It could create interesting hooks for viewers for instance, creating a campaign to get 1000 viewers for a certain video - “Share this video and join our campaign to do xyz...”
  
6. What are some of the ways in which an organization like VV could promote its work?
  - The more “myopic” VV could be in terms of its geographical focus, the stronger it would be. It would really help VV to focus more on India. Given the fact that India constitutes such a significant portion of humanity and the scale of the problems there is so vast, if

VV deepened its work there before broadening elsewhere, that could be a key a source of differentiation for VV as compared to other media-based organizations that are more global such as Witness.

- Using search engine optimization, VV should ensure that when people type “India and Human Rights” or “India and Video”, Channel 19 or VV should be the first sites that show up. Or when searching for a video on a particular issue, such as women’s empowerment, their video should be the first one that shows up.
- VV should contact people/journalists that are writing about issues being covered in their videos and ask them to promote VV

IDI#3

AUSTIN HAEBERLE

Creative Director

Listen Up

**About Listen Up:** Listen Up! is a youth media network that connects young video producers and their allies to resources, support, and projects in order to develop the field and achieve an authentic youth voice in the mass media.

**About Austin Haerberle:** More than 20 years ago I walked into the radio station at my engineering college — my interest in calculus plummeted, my love for producing media soared. I switched schools and haven't looked back since. Out of college and off on a mountain bike, I wrote a weekly newspaper travelogue through the South (USA) and then Central America — the beginning of a 10-year stint in Guatemala. In Guatemala I produced films for development and human rights organizations like Doctors without Borders, Habitat for Humanity and the United Nations mission that brokered the end of a tragic 36 year-old war. I also worked with street children to produce their own TV show — the beginning of an amazing youth media journey. Times flies and almost decade later in New York City, our terrific team at Listen Up! supports 120 youth media organizations around the globe. I've produced films like *The Way We See It: Youth Speak Out on Education* (PBS & Annenberg Channel) which make a visible difference in the way we all view today's youth. I'm especially proud of our international *Beyond Borders: Short Films by Teenagers Worldwide* (Independent Film Channel/IFC). The best part of this journey always ends at home with my wife Wendy and our daughters Anna and Bella.

**Questions:**

1. What is your current level of awareness and/or engagement with Video Volunteers?
  - Familiar with VV's work
  - Like the "authenticity" of their work and their approach
  - We would definitely be interested in collaborating them more on issues that relate to the youth
2. What are your views on VV's work and the various delivery mechanisms VV uses to disseminate information about its work?
  - The community videos are "fantastic and empowering". The videos have clearly made an impact and actions have been taken as a result of those videos. In fact, the video that we are working with them on would highlight the aftermath of the process of making videos by communities and how that process impacts (enhances) the lives of the youth in particular.
3. Based on your experience, what do you feel is the level of interest for videos of the poor? Videos by the poor? Can the same video made for a local audience work just as well with an international audience?

- Within context such videos can have a lot of appeal but without it, very little. For instance, a video about water rights will be effective within groups talking about and taking actions on water issues.
  - Within the international context, VV could focus not so much on the local issues but on the process of making the videos. It is important for them to highlight the angle “by the poor” in their videos as that is unique.
4. What are some of the ways in which one can get an international audience to engage with an organization that is making community-produced videos? How should the information or core message be packaged through blogs, website, newsletters etc.?
- The call to action will vary on a film by film basis
  - The approach we take at Listen Up to get our viewers interested in international issues is to make a local connection surrounding that issue - “what’s happening in your neighborhood?” We promote the idea that you can make a difference no matter where you are.
5. What are some of the ways in which an organization like VV could promote its work?
- One thing VV can do is collaborate with film-makers to incorporate its work into the footage of their films that get shown in film festivals. For instance, the documentary film “Why We Fight?” contained a short film produced by the Educational Video Centre.

**IDI #4 MICHAEL ROSENBLUM (quick 10 min call)**

**Founder - Rosenblum TV**

**About Rosenblum TV:** Rosenblum TV has been on the cutting edge of the digital video revolution for more than 20 years. When it comes to video journalism, we invented the concept. Using small digital cameras to replace traditional camera crews, and laptop edits to replace edit suites, we are the world leader in efficient and inexpensive television and video production. It's fast. It's simple. It's cost effective. Our clients are global, and they run the spectrum of

- Broadcast Networks
- Local TV News Stations
- Newspapers
- Cable Channels
- Online Video Networks

We run the finest digital video training courses in the world for professionals and for aspiring amateurs. We've trained over 15,000 people and the numbers keep growing.

**About Michael Rosenblum:** For more than 18 years, Mr. Rosenblum has been on the cutting edge of the digital 'videojournalist' revolution. During this time, he has lead a drive for videoliteracy, and the complete rethinking of how television is made and controlled.

**Questions:**

1. What is your current level of awareness and/or engagement with Video Volunteers?
  - Currently on the board of VV
2. What are your views on VV's work and the various delivery mechanisms VV uses to disseminate information about its work?
  - I have been telling Video Volunteers from the beginning that they are doing a great thing by placing an important tool – cameras – in the hands of poor people, but that tool must be used for a commercial end. "Teach a skill set and then commercialize it." Let these people make videos about something that will actually generate an income for them, even if it is as small as making wedding videos for money. That is how you make a real impact in the lives of these people. Otherwise, what you have is a business model that is no different than any other Park Avenue Foundation out there that serves no purpose other than helping rich donors feel good about themselves by making them feel like they are contributing to a worthy cause.
  - There is "enormous potential" to turn this into a "global business" and generate "income streams for the poor."
  - What do poor people want more – making money or sitting around watching videos about their problems?



3. Based on your experience, what do you feel is the level of interest for videos of the poor? Videos by the poor? Can the same video made for a local audience work just as well with an international audience?
  - None, whatsoever!!!
  - The same video will not work with an international audience. No one wants to sit around watching videos about poverty.
4. Is there any way to commercialize the videos that VV is already producing, for ex. selling it to news networks like CNN?
  - No!! It's like having a clothing factory in Africa that makes T-shirts saying "I'm starving you big fat f#\$%" and expect people to pay for those T-shirts.
  - CNN has a program called "Local Heroes" but I'm sure a) they get very low ratings and b) they are not making any money off of it. Advertisers don't want to support such programs. Cable networks are having a tough time as it is finding advertisers for entertainment programs.
5. What are some of the ways in which one can get an international audience to engage with an organization that is making community-produced videos? How should the information or core message be packaged through blogs, website, newsletters etc.?
  - No one wants to watch this stuff.
6. But these videos do serve some purpose in spreading awareness about an issue? Isn't there some value in that?
  - No, we have enough awareness. We don't need awareness. There seems to be an institutional desire to keep poor people poor. Awareness will not liberate them, the ability to earn an income will.
7. What are some of the ways in which an organization like VV could promote its work?
  - India has an enormous untapped cable network. They have 1000+ channels. I'm sure they are all hungry for content. Train the poor to produce commercial programming for mainstream audiences.
  - If you want your organization to be sustainable, you have to figure out how it can generate revenue. Making videos simply to raise awareness may be a novel concept to fund initially for the Park Avenue rich, but sooner or later, people will lose interest and funds will dry up.
  - Set up businesses!

**IDI #5 LARA GALINSKY**  
**Senior Vice President**  
**Echoing Green**

**About Echoing Green:** To accelerate social change, Echoing Green invests in and supports outstanding emerging social entrepreneurs to launch new organizations that deliver bold, high-impact solutions. Through a two-year fellowship program, we help our network of visionaries develop new solutions to society's most difficult problems. These social entrepreneurs and their organizations work to solve deeply-rooted social, environmental, economic, and political inequities to ensure equal access and to help all individuals reach their potential. To date, Echoing Green has invested \$27 million in seed funding to over 450 social entrepreneurs and their innovative organizations.

**About Lara Galinsky:** Lara Galinsky is the senior vice president at Echoing Green. Lara's portfolio consists of the day-to-day management of Echoing Green, marketing and communications, evaluation, thought leadership, alliances, strategic planning, and internal capacity building. Most recently, Lara Galinsky worked as the director of National Programs at Do Something, Inc., working with over 20,000 educators to inspire 4 million young people to get involved in their communities and develop vital leadership skills. Before that, Lara launched the BRICK Award, which annually honors and funds the most outstanding community leaders under the age of thirty. Lara graduated Phi Beta Kappa from Wesleyan University and has completed executive programs at Columbia University business School and Georgetown University's School of Public Policy. She serves as a board member for the Nonprofit Workforce Coalition, NYC Venture Philanthropy Fund, and the Fast Forward Fund, as well as the board chair of StartingBloc. She recently graduated from Coro's Leadership New York program.

**Questions:**

1. What is your current level of awareness and/or engagement with Video Volunteers?
  - Know about it from Jessica. Jessica is an echoing green fellow.
2. What are your views on VV's work and the various delivery mechanisms VV uses to disseminate information about its work?
  - The Videos are great
  - Using videos for social change is the next wave. There so many ways to leverage efficiency opportunities with videos. It is a powerful tool especially for people that are less literate. It allows people to make an emotional connection to them. There is an authenticity to them.
  - There has to be a call to action connected to every video. Otherwise the reaction you will get is " I am sad or I am happy or I am pissed, but what do I do about that?"
  - It does not matters what issues are covered, but generally I find human rights issues, water, health care and education tend to important issues that interest a lot of people.

3. Based on your experience, what do you feel is the level of interest for videos of the poor? Videos by the poor? Can the same video made for a local audience work just as well with an international audience?
  - Not sure, what the level of appetite there is among mainstream audiences.
  - But looking at doc nominees, such as Born into Brothels, the world appears to be shifting. Judging the success of this year's Best Picture of the Year, Slumdog Millionaire, one would assume there is an under-served need for such kind of movies. Although, with mainstream audiences there is expectation of a level of slickness and polishedness. And, with the You-Tube generation, authentic humorous content always works.
  - "By the poor" is a critical distinction and a fundamental element of these videos.
  
4. What are some of the ways in which one can get an international audience to engage with an organization that is making community-produced videos? How should the information or core message be packaged through blogs, website, newsletters etc.?
  - That really depends on who the stake-holders are, and what the commonalities are among them
  - You-Tube is a good platform, but you really first need to ask what you want your audience to do.
  
5. Partnership Opportunities?
  - We offer a platform where we have content of our fellows
  - If a video is done well, lots of people would want to see it
  
6. What are some of the ways in which an organization like VV could promote its work?
  - The Sundance Cable Channel is one potential avenue for distributing content
  - The videos could be used in schools and with parents as an educational tool to teach children about social issues
  - Social change organizations looking for relevant content would be interested in them, as long as the work is appropriate and authentic

**About Bahati Productions:** Bahati Productions make documentary films, build video-on-demand services and create interactive multi-media installations.

**About Katie Carpenter:** Katherine Carpenter is an award-winning producer/director and programming executive with extensive background in long-form documentaries and non-fiction series, specializing in nature, environmental and travel-related subjects. Her most recent project, *A Year on Earth*, was broadcast on Discovery Networks and nominated for a national Emmy Award in 2007. Carpenter has worked in film and TV for over twenty years, wearing diverse hats, including writer, director, executive producer, film editor, scheduler, advocate and network programming chief. She worked previously as Senior Executive Producer for Rainbow Media's pioneering video-on-demand service, Mag Rack. As Vice President, Programming, for the Corporation for Public Broadcasting in the late 1990s, Carpenter played an instrumental role in the development of national programming strategy for PBS in the digital age. Carpenter was the Vice President of Film/TV for National Audubon Society Productions, where she developed and produced environmental series and specials. Film and television honors include a Cable Ace Award for best documentary series, nine Cine Golden Eagles, and the Gold Medal from the New York International Film Festival. Carpenter taught documentary filmmaking at Princeton University, and mentors recent graduates working in environmental fields as part of the Princeton Fellowship Programs.

**Questions:**

1. What is your current level of awareness and/or engagement with Video Volunteers?
  - I'm an "enthusiastic and passionate supporter" of their work. Jessica and I had worked together on the board of RARE – where we co-produced work.
2. What are your views on VV's work and the various delivery mechanisms VV uses to disseminate information about its work?
  - One criticism I would offer up front is that they need to do a better job to keep interested parties informed about their work. I'm in constant touch with Jessica, but I have not heard anything about the organization in over a year. I have no idea what's happened with the organization over the last year. They need to improve their communication mechanisms.
  - The concept is great
  - Some videos are "too deep and too dark"
  - Some of the videos are 58 minutes long; that would be impractical for most people to watch
  - Some are "so badly made". There seem to be "no standards"

- If you don't make the videos easier to watch, the only people who will make the effort to watch are the people who really care to watch, and in that case, you are just preaching to the choir.
  - Not sure why there is a platform. They don't need to have an exclusive relationship with Channel 19. You could probably reach a wider audience through You Tube or Google Video
3. What are some of the ways in which you like to stay informed about an organization?
- I follow some that I really like on Twitter, like treehugger.com
  - Having a monthly newsletter is not a bad idea, but the rule of thumb should be no more than 3 stories and 3 news flashes per newsletter. Also, as much as half of the newsletter should be visible when you click on the email. You shouldn't have to scroll much. Don't make it too long.
  - There are some that I get weekly news on
  - For blogs, I like dotearth – that's a good place to get information on climate change. They are irregular with what they post but that's for a reason – they only post something when there is something to share.
  - EDF and NRDC are some of the others that I get frequent reports on. EDF once every 2 months and NRDC once a week.
4. Based on your experience, what do you feel is the level of interest for videos of the poor? Videos by the poor? Can the same video made for a local audience work just as well with an international audience?
- No, videos need to be packaged differently. Please see what we have done with our Documentary "A year on earth" on our website, where we have created different versions of the same documentary to reach out to different groups. We have started with a 90-minute documentary. We then broke it up into 4 parts to be shown individually on Animal Planet. We have a "kiddified" version of the same documentary for Discovery Education. We have an even more condensed version for You Tube. And then, we have 20-30 second wikis and webinars.
  - VV could do the same thing – take the same video and edit it 6 different ways to reach different target audiences
  - Another thing they can do is make use of better music. If you want to reach a younger audience, you could incorporate hip-hop music. You could also use Bollywood music. You can get royalty-free music from PumpAudio.com
  - Some of the videos have "atrocious, embarrassing use of music." In some cases, it's so loud, you can't really hear anything else.
5. Could you think of a commercial use for these videos?
- It would be challenging
  - Cable networks are on the verge of bankruptcy. All their advertisers have left.
  - Discovery has now resorted to direct response ads.
  - Public networks like PBS are even poorer.

6. What are some of the ways in which one can get an international audience to engage with an organization that is making community-produced videos? How should the information or core message be packaged through blogs, website, newsletters etc.?
  - First, you need to identify who you want to reach out to. The Riney Pyramid is a great way to segment your audience – Mass Media should be used to create awareness, Targeted Media to reach out to a “concerned audience” and “custom media” to reach out to much smaller group of people. The last group is the group you want to empower with the necessary tools to create change.
7. What are some of the ways in which an organization like VV could promote its work?
  - o Could use something like Twitter to announce every time a new video is released
  - o Work with organizations or companies that are promoting products within these communities – such as a Solar company that is making cooking stoves for use within these communities. Contact the companies and offer to make videos for them on the kind of impact their products have had on the lives of these people, and charge the companies for making those videos.
  - o Other things that come to mind are places like Assignment Earth, PlanetVOX.com, ParticipantMedia.com
  - o You can also contact organizations that are trying to reinvent themselves like Peace Corps, Ameri Cares or the IRC, and see if they could use your videos in helping their volunteers learn more about the countries where they are also working
  - o Contact someone like Jeffrey Sachs who is working on the Millennium Development Goals and see if he can make a notable mention of your work on his roadshows.
8. Can you think of any partnership opportunities with filmmakers such as yourself?
  - Open to specific proposals
  - Some of the avenues that we use are Jackson Hole Wild Life and Blue Ocean film festivals.
  - You could try getting on the UN Film Festival

**Questions:**

1. What is your current level of awareness and/or engagement with Video Volunteers?
  - I'm quite familiar with their work. I've been to their annual galas in New York; know Jessica well.
2. What are your views on VV's work and the various delivery mechanisms VV uses to disseminate information about its work?
  - They need to be strategic in who they reach out to. You cannot go after the mass public. You would be wasting your time.
  - Analyze who the major donors in the NGO world and the US Govt. and reach out to them.
  - Mine the internet for specific people who care about this stuff.
3. What are some of the ways in which you like to stay informed about an organization?
  - I'm on the Board of half a dozen organizations. My preferred to stay informed are through board meetings.
  - There is enough information out there. I don't need information. I need wisdom. I need to understand bigger patterns.
4. Based on your experience, what do you feel is the level of interest for videos of the poor? Videos by the poor? Can the same video made for a local audience work just as well with an international audience?
  - On a pure aesthetic level, the videos are "too localized" and would not appeal to American audiences. A western audience is not going to watch a video about water problems or caste problems in India. Those issues are too far removed for the average American.
  - The "mass population doesn't give a shit". The truth is that the average American family living in Atlanta is not going to care to watch this stuff.
  - The key question is would you stay home on a Friday night to watch such a video with "semi-low production value" when you have the option to go out and watch the latest Hollywood blockbuster.
  - To the average ignorant America, "by the poor" is not going to mean much
  - Cable Networks would not air such videos
5. Could you think of a commercial use for these videos?

- Any kind of mass media would not be receptive to these videos. The gate keepers are simply too strict and too selective
  - I could see a CNN or a BBC being a lot more interested in Jessica and her story. Here you have someone who could be living a very easy life in the Hamptons, but has chosen to dedicate her life to this kind of work. That's a story that would appeal to many people. Figure out ways to promote Video Volunteers through Jessica's story.
  - I would, modestly, count myself among the top 100 filmmakers out there and I have a hard time getting my stuff on TV. My work is dramatic, funny, highly produced but there is still isn't enough demand among cable networks because truth be told, what would you rather watch, a documentary about Dali Lama or Desperate Housewives?
6. What are some of the ways in which one can get an international audience to engage with an organization that is making community-produced videos? How should the information or core message be packaged through blogs, website, newsletters etc.?
- You can't change the world with videos. You have to be realistic. Or even if you can, that is not going to happen with any kind of mass revolution of the mainstream American public
  - People have enough information already. The issue is how do you get them to care; how do you get individuals to change behavior? For that you need skillful use of drama and art.
  - Make and package videos in such a way that makes them think that they want to watch it, not that "they should watch it"
7. What are some of the ways in which an organization like VV could promote its work?
- One thing they must do is "be strategic." You have to follow a targeted approach when you have a limited amount of time and money. You need to contact like-minded organizations that have a lot more money than you.
  - You need to partner with large funders that would appreciate your work, like a Ford or Rockefeller, but instead of going hat in hand for new grants, see what they are already doing with projects and issues that you are interested in, and get them to set aside 1% of that grant for you to make a video on that issue. If they are funding a \$50 million project on poverty alleviation, see if you can get 1% of that to make a video on that project.
8. Can you think of any partnership opportunities with filmmakers such as yourself?
- You could find such opportunities but they would be rare



## FOCUS GROUP 3: INTERNATIONAL DEVELOPMENT PRACTITIONERS

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IDI#1

CAITLIN WEAVER

Deputy Managing Director – Financial Access Initiative  
NYU Wagner

**About The Financial Access Initiative at Wagner:** is a consortium of researchers at NYU, Yale, Harvard and IPA focused on finding answers to how financial sectors can better meet the needs of poor households. It is based at the Robert F. Wagner School of Public Service at New York University, and was launched with an initial 5-year \$5 million grant from the Bill and Melinda Gates Foundation. It is led by Managing Director Jonathan Morduch and directed by Professors and primary researchers Sendhil Mullainathan (Harvard University)

**About Caitlin Weaver:** Caitlin Weaver joins the Financial Access Initiative as the Deputy Managing Director. Her previous work experience encompasses the private and non-profit sectors. Prior to joining the Financial Access Initiative she worked at Citigroup in the Capital Markets division. She has also worked to launch Nacel International School, a network of not-for-profit international high schools in Africa, Asia, Europe and North America. She received her MBA from NYU's Stern School of Business. Caitlin speaks Spanish and French and has lived in Chile and France. She is currently Chair of the Microfinance Club of New York.

### Questions:

1. **Specific Awareness of VV:** What is your current level of awareness and/or engagement with Video Volunteers, if any?
  - Know Video Volunteers through Dina
  - Think it is a “very unique project”
  - Really like the idea that people themselves are getting involved in solving their own issues
2. **Views on community media:** What does community media mean to you? What distinction, if any, do you see between videos by the poor and videos for or about the poor?
  - Videos of the poor are “a dime a dozen”. Videos by the poor are a lot more interesting.
  - What would be really interesting to see is the whole process of how the community comes together and gets behind the camera to produce a video
3. **Actual VV product reaction:** What are your views on VV's website? Videos? Newsletters?

- Found the 2 separate websites for Video Volunteers and Channel 19 to be somewhat confusing
  - After watching the videos, it was not clear what my “call to action” should be.
  - There was a “get involved” page but would like to see more ways of getting involved than simply writing a check
  - The newsletter does not really do much
  - It would be nice to see more “actionable items” following each video. For instance, if there is a video on water sanitation, there could be links provided for organizations that are working on water-related issues. This way if someone is interested in getting more involved with a particular cause or issue, they have an avenue to do so. VV should explore partnership opportunities with other issue-specific non-profits.
  - Videos: watched the video on corruption and Kerosene oil and found it to be interesting. More videos on women’s empowerment or child-marriage would be really interesting to see.
4. **Partnership Opportunities:** Is there any relevance of VV’s work for your current line of work? Can you think of any ways in which the 2 organizations could partner to further common developmental goals?
- It would be great to get students involved in the process of film-making. If there could be a program whereby students could work for a week or 10 days on a CVU and see the process of making a CVU that would be really interesting for the students. It would be useful for VV as well as it would get additional resources and expertise to produce these videos.
5. **Sources of Information for Job:** What resources do you usually use to stay informed about a cause or organization that is important to you? How do you like your information packaged?
- Like to subscribe to cause-based blogs. I find that to be an effective way to stay on top of issues and developments within a certain field.
6. **VV – Future Direction:** What are some of the ways in which an organization like VV could promote its work?
- To reach the younger generation, it is important to partner with organizations that reach that demographic, such as MTV, You-Tube etc.
  - Need a “champion” that could be your brand ambassador. For instance, there is a lot of buzz surrounding Slumdog Millionaire and India right now. It would be great to get one of the stars of the movie to endorse VV and promote its work.

IDI#2 (Brief 10-min call)

BETSY SCOLNIK

Deputy Director – Content and Distribution

Bill Gates Foundation

**About Gates Foundation:** The Bill & Melinda Gates Foundation is dedicated to bringing innovations in health and learning to the global community.

**About Betsy Scolnik:** previously President of National Geographic Digital Media

**Questions:**

1. **Specific Awareness of VV:** What is your current level of awareness and/or engagement with Video Volunteers, if any?
  - None, hearing about the organization for the first time
2. **Views on community media:** What does community media mean to you? What distinction, if any, do you see between videos by the poor and videos for or about the poor?
  - Video is possibly the best tool to use to disseminate information about social issues. Consumption of videos, especially over the internet, is growing, as more people spend time watching videos over the internet as opposed to watching TV.
  - At National Geographic, we had a similar program called “Photo-Camp”, where we trained kids living in marginalized communities, in places like India, to take pictures about their lives. Those pictures were then used as advocacy tools to get people to focus on those issues.
  - For someone who is already pre-disposed to the issue, “by the poor” can grab you closer
  - People love stories, as long as they are told well. People connect to stories more than they do to progress reports.
3. **From your experience, what is the appetite out there for such videos? What kind of audience were you trying to reach with the Photo-Camp campaign?**
  - The appetite is strong but it is difficult to get them out there.
  - At National Geographic, we were trying to reach out to 3 different kinds of audiences a) Policy-makers, b) Interested Public and c) General Population.
4. **Actual VV product reaction:** What are your views on VV’s website? Videos? Newsletters?
  - NA

5. **Are there any organizations that you feel use video for social changes particularly well?**
  - National Geographic, TV and news organization are 3 that come to mind.
6. **Partnership Opportunities:** Is there any relevance of VV's work for your current line of work? Can you think of any ways in which the 2 organizations could partner to further common developmental goals?
  - Would love to learn more about the organization. I think what they are doing is great. I am sure there are partnership opportunities we can explore. We are one the largest distributors of video.
7. **Sources of Information for Job:** What resources do you usually use to stay informed about a cause or organization that is important to you? How do you like your information packaged?
  - Did not have time to get to this question
8. **VV – Future Direction:** What are some of the ways in which an organization like VV could promote its work?
  - Did not have time to get to this question

IDI#3  
MICHELLE CHAPLIN  
Program Manager  
BRAC

**About BRAC:** The Bill & Melinda Gates Foundation is dedicated to bringing innovations in health and learning to the global community.

**About Michelle Chaplin:** Support the fundraising and promotion of BRAC's global expansion and commitment to its Clinton Global Initiative commitments for providing education to the rural poor and alleviating poverty in Africa.

**Questions:**

1. **Specific Awareness of VV:** What is your current level of awareness and/or engagement with Video Volunteers, if any?
  - None
2. **Views on community media:** What does community media mean to you? What distinction, if any, do you see between videos by the poor and videos for or about the poor?
  - I think it is a great concept. It gives you the ability to inspire people. There is strength in numbers. When multiple people get behind an issue, local policy makers will pay attention; 1000 powerless people can equal 1 really powerful person when it comes to influencing politicians.
  - I used to work for Film Aid before, which uses a similar idea to train refugees to make videos about various issues impacting their lives. Film Aid videos have been quite effective in local settings.
3. **Actual VV product reaction:** What are your views on VV's website? Videos? Newsletters?
  - Videos are interesting but you have to ask what you want your audience to do after watching these videos. People must feel like they can contribute in some way.
  - Determine what you want your audience to do, and then empower them to take that action.
  - You have to give people a reason to give money. One thing you can do is tie the donations to their end use, especially since it appears making videos could be an expensive exercise. If the costs are broken down, people can grasp the scope of individual projects better. For instance, to say something like "With \$100, the community can rent a camera for X weeks."
  - You probably do not need to have Channel 19 as a platform. From my experience at Film Aid, I know hosting videos could be expensive. You could just as easily use You Tube to show your videos for free.

4. **Partnership Opportunities:** Is there any relevance of VV's work for your current line of work? Can you think of any ways in which the 2 organizations could partner to further common developmental goals?
- Globalgiving.org and JolkoaaFoundation.org are two organizations that could be a potential source of funds for VV.
  - You can also monetize the video by selling them to cause-based NGOs, by offering to produce videos for them on a particular issue, which they could then use for their promotional purposes.
5. **Sources of Information for Job:** What resources do you usually use to stay informed about a cause or organization that is important to you? How do you like your information packaged?
- Issue-specific blogs, newsletters, twitter to follow specific organization are usually effective tools.
6. **VV – Future Direction:** What are some of the ways in which an organization like VV could promote its work?
- Piggy-back off of Bollywood screenings. Could set up mobile-Bollywood screenings in local communities across India, since Bollywood movies are likely to get traction with a lot of people. VV videos could shown at the same screenings before or after the movie as an infomercial.
  - Use social media – Facebook, MySpace, Twitter. You need to go wherever your audience is.
  - Get independent journalists, like Nicolas Kristoff, to write about VV
  - Have a common message that all Board members could use to reach out to the media, but make sure the message is not anti-popular media.

**Screening Requirements:** Participants must work in a capacity where VV content could impact their work, i.e. work for a UN organization that monitors global poverty issues; work as a journalist who may report on global poverty issues; work for a NGO that seeks to counter global poverty in India or elsewhere; works for a national government as a diplomat seeking to monitor poverty and human rights issues internationally. Also, participant must have watched a video on-line in the last month. Participant can be aware or not aware of VV.

**A. Specific Awareness of VV:**

- Do you know what VV is? (prompt: if yes, how did you first learn about VV?)
  - o first time

**B. Sources of Information for Job:**

- What specific areas of development do you work in? (prompt for region, specific role)  
Policy on HIV/AIDS health workforce globally, Africa – promote right to health—health systems. In U.S. and internationally.
  - o Title: Sr. Global Health Policy Advisor for Physicians for Human Rights.
- What are the main sources of information you use to inform you about the topics you work on? (prompt for which websites, blogs, news sources, etc.)
  - o On-line reports from ngos/others; newspapers on line
  - o International aids/development/health listservs (including pepfar). Mostly listserves focused on AIDS and health issues.
  - o Finds websites/sources of information from colleagues suggestions.
  - o Some list servs ask him to join.
  - o Get on-the-ground reports from PHR partners in Uganda and Kenya
- How do you use this information for your daily tasks?
  - o Use of information varies. Typically uses this info as background material. Also uses it to inform debates. Type of data I am most interested in is actual data—hard facts.
- Is there a missing source of information for you? (prompt: are you looking for more information on a certain topic, region i.e. women's issues, environmental issues)
  - o On the ground perspective—very little; aids work from usaid what does it look like on the ground. How is it improving the conditions generally. First-person/on-the ground data: not easy to get.
  - o Information about health work force plans is hard to come by.
- How do you like your information packaged? (prompt for ease of information access, websites, blogs, RSS, twitter, etc?)

- Video for colleagues
  - I like transcripts, list serves.
  - Not too often with newsletters—U.S. funded consortium provides a newsletter with great facts on a recent project in Swaziland. Providing treatment for health workers. Has been helpful for retaining workers. Very solid numbers in the article were helpful. Hard facts in the information are key.
- Do you think Video Volunteer videos might be useful for you in your line of work? (prompt for how? Prompt for which topics? Prompt for amount of time they would spend watching the videos? Prompt for how they would exactly use the videos—just background research, to generate leads? Etc.)
- Possibly; we chair health workforce at international initiative. We are in the process of changing our website, but may make sense for us to post links to VV videos specifically about health. I particularly liked the video about doctors not showing up in the villages, and people learning about their right to health. More videos like this would be especially useful for us.
  - What happened in the village using video can be a best practice for other villages. The video is important as an accountability mechanism. When people know they have a right to health care—it's a big deal. The video offers a powerful message about what people are entitled to—empowers communities.

#### **C. VV-specific:**

- What does global social media mean to you? (prompt for clarity of VV mission)
  - Nothing immediately. Maybe global solidarity for making societal changes through media? Unclear.
- Do you see a distinction between videos by the poor and videos for the poor? (prompt for their preference and their connotations of each, if any distinction)
  - Of the poor and by the poor much more powerful. What one tends to see in the west—not that. Issues are more genuine, double purpose—not only about informing me—but about empowering them—powerful.
  - I think what VV does is very powerful.

#### **D. Actual VV product reaction:**

- Show several clips of VV videos, with diverse topics. (Note: all focus groups will be shown same selection) What do you think? (prompt for reaction to visuals, dubbing, topic of video, length of video)
  - Really powerful. Issue not one that I thought about before. Never made the connection before—stats were powerful. Sanitation—
  - Backtrack feature—liked it



- And one-minute timeframe was good.
- Really powerful facts
- Combo between images and subtitles was good.
- Show several snippets of VV newsletter. (Note: all focus groups will be shown same selection)  
What do you think? (prompt for overall reaction; would they read it, subscribe to it or delete immediately; would they forward it to friend; what additional kinds of information would you like to see?)
  - “What if the poorest one billion people had their own media industry?”
    - That would be really neat. I like this.
  - “In 2002 the World Bank asked 60,000 people living on less than a dollar a day to identify the single greatest hurdle to their advancement. Above even food, shelter or education, the number one need identified was access to a voice.”  
That speaks to this project—from a human rights perspective where participation is really important. Often people having a voice is missing in development work.
    - I saw this before, may have been surprised b4 tho
  - “Accelerating social change by empowering community voices.”
    - This sounds absolutely right.

#### **E. On-line behavior:**

- How much time do you spend on-line for work? (prompt for what kinds of things they do online? How much time do they spend on external sites collecting information?)
  - All day. A lot of time. Primary sources of info is online. Sometimes mtgs
- How much time do you spend on-line outside of work? (prompt for what kinds of sites they visit, what they’re doing? How they’re finding information.)
  - Still work related... three hours- four I spend still news sites nytimes online newspapers. News hour – jim lehr. Travel... main would be news—tv shows—nbc website.

#### **Overall thoughts about VV:**

- “This work is super impressing and super important. I do hope they can scale. Would be interested in how it would work. Funding a big piece of it.”
- One small thing—channel 19—take action /get involved section... one expects write your member of congress... short attention span—would want more immediate action—send an automatic fax in govt in india (may not be that useful). Email someone to get more involved it time consuming. Donate money—in Washington action would be different. Ways to connect

people to immediate action would be better. Complicated, but maybe show it to your friend feature would be helpful. Connecting powerful video with action is very good.

## IDI #5

### Maggie Cooper

#### A. Specific Awareness of VV:

- Do you know what VV is? (prompt: if yes, how did you first learn about VV?)
  - o No.

#### B. Sources of Information for Job:

- What specific areas of development do you work in? (prompt for region, specific role)
  - o HIV AIDS Policy Associate with PHR
  - o Positive Choices Project Regional Administrator, MIND-Cymru (UK)
  - o Wales specific—suicide intervention training program/ expanding within Wales
- What are the main sources of information you use to inform you about the topics you work on? (prompt for which websites, blogs, news sources, etc.)
  - o PHR: Several different websites: Human Resources for Health. Clearing house of articles and information to do with health systems and human resources. Big focus on developing countries. ID 21 from Sussex University. Gather news stories and academic journals and UN reports. List serves—all related to health systems, HIV/AIDS. WHO and other UN agencies. Also used contacts—health workers and policymakers.
  - o Now, position not as research focused. A lot of information from BBC. A lot of news coverage of suicide in Wales in recent years, esp among teenagers. NHS websites. National public health service.
- How do you use this information for your daily tasks?
  - o Reports and background research, especially PHR. Trying to put together short advocacy documents that would be useful for students or health professionals who would be meeting with congressional offices. Some informed PHR's interaction with media. Media blurbs. Bulk to do with big reports/some advocacy documents. Writing was both for the U.S. congress and the public.
  - o For MIND: not as much writing and research. Now the info is more for educating myself. Especially learning about the way that statutory agencies work with the voluntary sector. Very different from the U.S.
- Is there a missing source of information for you? (prompt: are you looking for more information on a certain topic, region i.e. women's issues, environmental issues)
  - o PHR: difficult to find concise and well-written products. A lot of development jargon in the products. Problem that there is a lot of "development speak". Like term

- sustainability, which is overused. There are terms like that that are thrown around. Absolutely, there is a gap in coverage of health issues and the impact on older people.
- Also there is a gap disability issues—physical and mental and psychological.
  - Topics are difficult and people are uncomfortable.
  - When you find first person narratives and they're good—they're really powerful. Hard to find though. Even via email—hearing someone verbalize firsthand their experience is amazing/ powerful/ interesting. Much more interesting than anything else.
- How do you like your information packaged? (prompt for ease of information access, websites, blogs, RSS, twitter, etc?)
- I do like well-written websites, laid out properly with good links and good visuals. I do like blogs that are relevant and monitored well. Sometimes they can go off on tangents though—and that's not really that helpful. List serves—will be self-selecting audience. If people can contribute in a good way—then its useful.
- Do you think Video Volunteer videos might be useful for you in your line of work? (prompt for how? Prompt for which topics? Prompt for amount of time they would spend watching the videos? Prompt for how they would exactly use the videos—just background research, to generate leads? Etc.)
- I think definitely. I'm trying to think of the best way... it's one thing for us [American staff] to go in and talk to congressional staff. A 1000 times more powerful for congressional staff to meet so and so—a dr. practicing in N. Nigeria for instance. Difficult to bring them physically into the office though for financial reasons etc. I think people gravitate towards video – you have the sight and the sound. You can get a picture. Definitely I think this would be useful! In terms of trying to reach/ educate a broader audience... comes down to anecdotes.
  - For topics, I think it depends--- issues of healthcare... Drs. Not coming to the clinic video was powerful. People didn't have any power or knowledge to do anything about it. They had power to address it through video though—this was very powerful.
  - In Wales, there are people with autism here who meet and have a group. Trying to make people more aware of autism and services they have a right to. Interesting way to get these people to have a voice. (ie videos). They could use this mechanism to speak for themselves. I think there would be an audience for that—locally. I think people aren't aware of certain human rights issues—like the difficulties that people have in accessing services issues-- unless they are impacted directly. I think videos would be a way to create kind of a focus that people could seek to use in order to make people aware and bring about change and make demands publically.

### C. VV-specific:

- What does global social media mean to you? (prompt for clarity of VV mission)
  - If I didn't know anything at all—might gloss over it. Wouldn't resonate with me. If I reflect on it for a minute—might presume it was an attempt to ... I don't know ... focus specifically on social issues wouldn't necessarily think development... maybe alternative to mainstream media.

- Do you see a distinction between videos by the poor and videos for the poor? (prompt for their preference and their connotations of each, if any distinction)
  - o Definitely a distinction. They both have their place for sure. I think I would think of videos for the poor—easier to watch. Probably could be put out by well-funded orgs or media outlets and I think videos by the poor—would be more homespun in the way they are presented. These have power though. People who are actually trying to tell their own story. Goes to a different level. Both are important. More intrigued to watch something by the poor. How it was presented and what the topics were. I think it would depend on time and issue for me to watch multiple times. I think it would be interesting to watch videos on a variety of topics.

#### **D. Actual VV product reaction:**

- Show several clips of VV videos, with diverse topics. (Note: all focus groups will be shown same selection) What do you think? (prompt for reaction to visuals, dubbing, topic of video, length of video)
  - o Watched: <http://www.youtube.com/watch?v=V2SnmrDDmxc>
  - o I thought it was actually really good. Very interesting. It was very brief and to the point. Bringing in all the different people who were willing to add their two cents. Obviously a huge problem. Quite intriguing really. Subtitles were fine. Few grammatical things—that was fine though. That would be great for kids in schools to watch since it doesn't take a lot of time but presents in a clear and powerful way.

#### **Messages:**

- “What if the poorest one billion people had their own media industry?”
  - o That would be remarkable and... very interesting to see what stories made the headlines and how they were presented.
- “In 2002 the World Bank asked 60,000 people living on less than a dollar a day to identify the single greatest hurdle to their advancement. Above even food, shelter or education, the number one need identified was access to a voice.”
  - o I think that is somewhat surprising, but at the same time I can see that. You know you can give people rights to vote and things to that effect but if they not able to come together and advocate for themselves then their votes and voices will be very limited.
- “Accelerating social change by empowering community voices.”
  - o Yes, absolutely. I think you can't have effective social change or change that meets the needs of community if the community is not heard in the process—often they are not heard at all or only in a token way.
- “Global Social Media Network”

- I don't love that. I think its fine- knowing what it is. Almost too jargony I think people could glaze over when hearing it.

**E. On-line behavior:**

- How much time do you spend on-line for work? (prompt for what kinds of things they do online? How much time do they spend on external sites collecting information?)
  - Web searching.... I would probably say 1.5 hours a day. Depending on the day. I spent more time at PHR. Then it was 2 hours.
- How much time do you spend on-line outside of work? (prompt for what kinds of sites they visit, what they're doing? How they're finding information.)
  - Newspapers, news websites. For instance NYTimes, Guardian, BBC. Some social networking-- facebook. Email. Some shopping. General info searching. Recipes. Travel.

**Final thoughts:**

- I really like the idea of Video Volunteers. I feel like it's so difficult to find people who are speaking up for themselves and giving them actual physical skills as well. A lot of scope to convey some interesting messages and put faces on challenges that poor communities face. I also think you need a video voice—it's the way things are going. People get so much information from video.