NARALO Video Project

Short Video

Introduction

The NARALO Video Project is collaborative effort of the team to provide input in the look and feel of a short informative video for wide distribution, highlighting the merits of volunteering for NARALO

The video is short, approximately 3 minutes long

Mandate of the Group

- Engaging the public about the benefits of NARALO and ICANN
- Soliciting support from community
- Recruitment of new members

Directoral Approach

In discussion with the team we have reviewed various short informative videos which used various eye catching techniques. A prime example is

http://www.youtube.com/watch?v=4HRiR_eERcI

This is the Alfresco Groupware promotional video to convince customers on the merits of purchasing Alfresco over other groupware products

Key elements of the video include:

- Key speakers are off-set from the centre of the page with a neutral background
- Speakers rotate from left to right shots as speakers provide their speil
- Key words and personnel titles are shown in the screen on the space in large lettering, reinforcing the key ideas
- Fade into fuzzy and enlarge key words to reinforce key terms

Storyboard

Not in order of viewing

- Opening Title page
  - Music
  - Font TBA
  - Content TBA
- Information
- Topic One: ICANN
  - Voice over and images
  - Short video of the president of ICANN
- Topic Two: NARALO
  - Voice over and images
  - What NARALO Role in ICANN
  - What is NARALO
  - Purpose
  - Mandate
- Video of person 1 Chairperson of NARALO
  - Benefits of NARALO Membership- Key words splashed on page
  - Personal perspective- Key words etc
- Video of person 2 Secretary of NARALO
  - Achievements

Questions
1. who are you, what do you do?

2. what is at-large?

3. what does at-large do?

4. who is in at-large?

5. how can internet users participate?

6. why should they?

7. who represents the public interest in the ICANN process?

8. how important is IPv6?

9. how important is security?

10. what is the role of at-large in the new gTLD process?

**Soundtrack**

Joly will be responsible for selecting an Open Source Soundtrack to be used by a local NY band which will provide written documentation to provide us with a release to use the music in the video.

**Video and Editing Techniques**

As discuss on Sept 29th we agreed to consider a Video Prologue Template to catch the eye of the viewer before we launch into the talking head bits

List of video clips from videohive.net

Glenn’s list

I like these three for different reasons. Please review and comment on your three so I can order the preferred template

http://videohive.net/item/motion-profile/118568

http://videohive.net/item/social-people/548575

http://videohive.net/item/infocharts/161571

**Status**

<table>
<thead>
<tr>
<th>Items</th>
<th>Person(s) Responsible</th>
<th>Target Completion</th>
<th>Element</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Joly and Glenn</td>
<td>August 29</td>
<td>Selection of Directoral approach</td>
<td>Discussion on August 29th reviewing various videos to determine the inspiring and compelling video format Action -Decision agreed is the Alfresco approach over the other examples</td>
</tr>
<tr>
<td>2</td>
<td>Joly</td>
<td>Sept 11</td>
<td>Meeting and filming of Olivier of ISOC UK in NY</td>
<td>Test</td>
</tr>
<tr>
<td>3</td>
<td>Glenn October 22(?)</td>
<td>Filming of key personnel for the video at the ICANN Meeting in Dakar</td>
<td>Aim to have five or six key people speaking with a neutral background or ICANN Banner to capture the key ideas to be used in the video Need to obtain short list of suggested names</td>
<td></td>
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<tr>
<td>4</td>
<td>Glenn</td>
<td>TBA</td>
<td>Open Source Soundtrack</td>
<td>Selection of suitable soundtrack from local band</td>
</tr>
<tr>
<td>5</td>
<td>Glenn and Joly</td>
<td>Video Prologue</td>
<td>Editing</td>
<td>Selection of template from Videohive to start the video from Videohive.net, see above list</td>
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<tr>
<td>5</td>
<td>Glenn</td>
<td>Shooting</td>
<td>Video shoot on Wednesday Oct 26, 27, 28, 29</td>
<td>Completed and shot in HD</td>
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<tr>
<td>6</td>
<td>Glenn</td>
<td>Upload to FTP</td>
<td>Files uploaded to Joly</td>
<td>Saved files in AVI format</td>
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<tr>
<td>7</td>
<td>Glenn</td>
<td>Edit</td>
<td>Files edit first in Sony Vega, then computer failed, took to shop Continue in Adobe Premier</td>
<td></td>
</tr>
</tbody>
</table>
Links to new videos shot in Costa Rica

Hi All

Here is the posted videos from Costa Rica. They will be a great resource for the online ICANN Academy allowing the learners access to short and first person unscripted opinions on various topics.

In some cases I had to film where I could get a spot and work with people's schedules so the sound could be better.

I would like to thank all those who participated. If you have any suggestions for topics for me to film in Prague let me know.

In the interim here is the links, these films will be provided to Matt @ ICANN and to our ICANN Moodle site

http://moodle.movableoffice.net/login/index.php
Topics and Links

Videos

History of LACRALO with Jackie Morris and Carlton Samuels
http://youtu.be/WK_PyMVz6jc

Wolfgang Kleinwaechter One Minute on Internet Governance
http://youtu.be/1rgPKrNCBYQ

Wolfgang Kleinwaechter Internet Governance Longer version
http://youtu.be/2j5wQsXR7Lk

Sébastien Bachollet on ICANN Board Structure
http://youtu.be/NerkJo2hGzw

Sébastien Bachollet discusses his Involvement @ ICANN
http://youtu.be/rYP8SUZn94c

Maria Farrell speaks about the Non Commercial Stakeholder Group on Privacy
http://youtu.be/9VzLjsnBOon8

Maria Farrell speaks about the Non Commercial Stakeholder Group
http://youtu.be/-Ku2oDiUZQg

Beau Brendler, NARALO Chair on Growth of the Internet
http://youtu.be/y8htq-sN8k

Beau Brendler on Compliance
http://youtu.be/-bM5ydYbBE

Dan York  Internet  Society Simplify the DNS Deployment
http://youtu.be/jW3XZYLjcQ0

Olof Nordling on the Address Support Organizations
Seth Reiss: Invitation to get involved in Whois Taskforce

Seth Reiss talks about Getting Involved with WHOIS

Olivier Crépin-Leblond Discussion of ALAC

Olivier Crépin-Leblond Short Description of ALAC

Reference Material

Expenses

Glenn McKnight
The ICANN trip doesn't cover the first day of expenses

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Hotel</td>
<td>44,600 Dakar Francs at Hotel Place Monaco on Wed Oct 26, 2011</td>
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<tr>
<td>Breakfast/Lunch</td>
<td>5,000</td>
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<tr>
<td>Dinner</td>
<td>8,500 Dakar Francs</td>
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<tr>
<td>Taxis</td>
<td>5,000</td>
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<td>Taxis</td>
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<tr>
<td>Titak 68,000 CX0</td>
<td>548 USD</td>
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<tr>
<td>Video Theme from VIDEOHIVE</td>
<td>15.00</td>
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Total $163.00(US)

Meetings