

NARALO Video Project

Short Video



Unknown macro: 'widget'

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

Directorial 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=4HRll_aERcl

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 spiel
- 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/infoccharts/161571>

Status

Items	Person(s) Responsible	Target Completion	Element	Notes
1	Joly and Glenn	August 29	Selection of Directoral approach	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
2	Joly	Sept 11	Meeting and filming of Olivier of ISOC UK in NY	Test
	Glenn	October 22(?)	Filming of key personnel for the video at the ICANN Meeting in Dakar	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
3	Joly	TBA	Open Source Soundtrack	Selection of suitable soundtrack from local band
4	Glenn		Editing	Selection of Sony Vega 10 for video editing
5	Glenn and Joly	Video Prologue	Editing	Selection of template from VideoHive to start the video from Videohive.net, see above list
5	Glenn	Shooting	Video shoot on Wednesday Oct 26, 27, 28, 29	Completed and shot in HD
6	Glenn	Upload to FTP	Files uploaded to Joly	Saved files in AVI format
7	Glenn	Edit	Files edit first in Sony Vega, then computer failed, took to shop Continue in Adobe Premier	

8	Glenn	Upload to Youtube	Short clips completed	
			Darlene Thompson- Get Involved	http://youtu.be/-tAVK_n22dA
			Evan Leibovitch- History of Naralo	http://youtu.be/qXqLwVcgpls
			Beau- Get Involved	http://youtu.be/ukBtSqlCEXg
			Garth Bruen - Get Involved	http://youtu.be/hxE41gnwydc
			Cintra Sooknanan.	http://youtu.be/2rj2uFJ6YL4
			Wolf- Get Involved with ICANN	http://youtu.be/6-3Q80EcsFQ
			Olivier Get Involved	http://youtu.be/x-qZBUykMNw
			Ganesh Kumar- Newcomer	http://youtu.be/MI5QOqNS6zE
			Ganesh Kumar, Naralo Member	http://youtu.be/Kzk6fgSIH7E
			Evan Leibovitch Get Involved	http://youtu.be/czsEVKSfrK0
			Cheryl Langdon Orr	http://youtu.be/LKf9esJvWnE
			Chris Lahatte- Ombudsman Role	http://youtu.be/wKLqVLuL6sc
			Carlton Samuels	http://youtu.be/vdy1OAVFS00
			Siranush- Get Involved	http://youtu.be/hXe-un4GSVE
			Siranush Newcomer to NOMCOM	http://youtu.be/9Dhu_IH_hpc
			Olivier MJ Crepin-Leblond- Experience in ALAC	http://youtu.be/pYuejXOLb14
9		Nov 14	Report to committee of video shot in DAKAR Discussion of making two separate videos	Cut down the http://youtu.be/QTUt6x40948
			Long Version	This is a 7 minute video
			Short Version	2 to 3 minute Upbeat video
10		Nov 14	Request from NARALO Members to provide feedback on video projects	
11	Glenn	Nov 14	Email to Scott and Seth on the short videos for a ICANN channel	
12	Glenn	Dec 14	Video Edit to shorter video <u>Welcome to Naralo</u>	http://youtu.be/tF4IXc-lfw4
13		Dec 15	New transition slides, added Sintra <u>Invitation to Join Naralo</u>	http://youtu.be/WUPdiKLXX-0
14	Glenn	March 15	Final invoice for \$200 sent to Heidi	

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/9VzLjsnBOn8>

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/y8hftq-sN8k>

Beau Brendler on Compliance

<http://youtu.be/-bM5ydYBbBE>

Dan York Internet Society Simplify the DNS Deployment

<http://youtu.be/jW3XZYljcQ0>

Olof Nordling on the Address Support Organizations

<http://youtu.be/YVsl6jJhYbU>

Seith Reiss: Invitation to get involved in Whois Taskforce

<http://youtu.be/-wUvbXuWMgA>

Seth Reiss talks about Getting Involved with WHOIS

<http://youtu.be/Q5HZvjf4uJA>

Olivier Crépin-Leblond Discussion of ALAC

http://youtu.be/_p0tF4iV-_U

Olivier Crépin-Leblond Short Description of ALAC

<http://youtu.be/43hrLtB2qi4>

Reference Material

Expenses

Glenn McKnight

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

Hotel 44,600 Dakar Francs at Hotel Place Monaco on Wed Oct 26, 2011

Breakfast/Lunch 5,000

Dinner 8500 Dakar Francs

Taxis 5,000 Airport to conference

Taxis 5,000 Conference to hotel

Titak 68,000 CX0 converted to USD \$148

Video Theme from VIDEOHIVE 15.00

Total \$163.00(US)

Meetings
