

Subject: Video News- APR 2004: Video communications ideas to make you look good!

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making you look good

VIDEO PROMOTIONS NEWS - March 2004

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Hi Richard,

I caught an interview on National Radio the other day which interested me from two angles. Firstly because it was about research into whether chewing gum while studying helped with learning, and secondly because, although it had got less media attention, the main reason for the study was to see whether CD-ROMS could be as effective as traditional lectures (in this case in teaching dental anatomy).

Prof. Kenneth Allen devised a simple study involving two student groups. It was not exactly what you would call groundbreaking stuff. But then came his apple-falling-from-the-tree moment.

"I was looking at a way of funding the study," Allen explained last week, "and a colleague of mine came up to me and said that Wrigleys wanted to do a study about learning with chewing gum. And I thought, Dentistry—this is a great place to do it." Dentists, it turns out, are not nearly as opposed to gum—or, at least, to sugarless gum—as schoolteachers are. "I don't think dental schools have an official stance on chewing gum," Allen said. "Some people actually feel that chewing gum can stimulate your saliva, which can help keep the teeth clean.

So Allen added a twist to his CD-ROM experiment: half of the students in each group would be asked to chew gum while studying, and half, like typical grade-school students, would be forbidden to chew gum. He called his proposal "The Affect of an Interactive CD and the Use of Chewing Gum on Learning Dental Anatomy." Sure enough, Wrigley agreed to provide the gum (sugarless, by request) and to cover other auxiliary expenses. Allen rounded up volunteer students and, after three days of instruction (in person and via CD, gummed and numless). tested them on the material.

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12 Adelaide St, Freemans Bay, Auckland
PO Box 91512, AMSC
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gumless), tested them on the material.

To his surprise, the gum chewers scored, on average, a B-minus on the written component while the abstainers managed only a C-plus. *

What I was most interested in though, was that the CD-ROM learners, scored very slightly higher than the lecture audience. How are Geewiz Marketing Consultants's clients carrying out staff training...?

I hope you enjoy this edition of Video News and find at least one idea of value.

Steve King

* from *New Yorker* 09/04/02

Crisis Communication

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In a crisis, how you communicate is critical. Here are some of the worst and best things you and your clients can do when communicating during a crisis, courtesy of communications lecturer Abigail Borron.

Worst

Winging it/Shooting from the hip: Don't just assume you know how to handle a sudden crisis. You need to fully understand your role in the situation as well as the roles of your counterparts. Be sure you have all the available facts before you start talking to the public.

Being silent: In critical circumstances, silence is NOT golden. The media and/or your audiences may be relying on your expertise. If you aren't ready and willing to speak up, you may lose credibility and the opportunity to educate the public.

Downplaying the situation: Downplaying can only get you into trouble. If you downplay the severity of a situation, you may inadvertently put people at risk--and tick them off, too.

Being entrenched: Often a crisis requires a change in attitude and in existing protocols. You should be ready to adjust as needed.

Best

Showing compassion: It's important to recognize--and acknowledge--what your audience is experiencing.

Saying it over and over again: Crisis communication is much like advertising. It often takes an audience an average of five times to hear a message before it is understood.

Recognizing and accepting responsibility: You need to be upfront with your audience. When it is necessary to change or

make a correction, do so in an open and honest manner.

Being swift, decisive, and real: During a crisis, an audience expects information immediately. As a reliable source, your responses should demonstrate quick-thinking and decisiveness. This will help make your audience feel secure and confident in a time of uncertainty. (Note: Quick-thinking takes place when you have the facts, while shooting from the hip takes place in the absence of the facts.)

Planning for the unexpected: No crisis or disaster can be planned to the very last detail; however, your area of expertise and possible past experience may enable you to prepare ahead of time for potential crisis scenarios.

Listening: Listening to other responses, victims of the crisis, and stakeholders not directly affected, will help you determine what information needs to be communicated and better understand the needs of your audience.

Video Promotions is frequently asked to assist with EPKs (Electronic Press Kits), emergency media training (the afternoon before the CEO has to go on Holmes to carry out damage control!), and communicating important messages to staff on crisis issues.

Sometimes calm, objective guidance in times of a communication crisis can mean the difference between that crisis escalating and a communications problem being solved.

VCR, DVD, or Both?

[\[TOP\]](#)

A client recently asked my advice on purchasing a new VCR for the office and wanted to know whether to get one of the new dual VCR-DVD units that are now available. She thought perhaps more and more of the educational videos she receives would be coming out on DVD but had an extensive library of VHS's.

The Consumers Institute had some helpful information on this recently and their comments appear to back up my observation of the marketplace and video communication trends.

No doubt more and better programs will go the way of DVD. But many excellent videotapes are already available. (And they'll be available probably for the life of the unit you would buy).

So my recommendation is to get both if you have the money. But think twice about buying a machine that has both a VCR and a DVD player in one unit, even if you think it might be a little more convenient.

Here's why.

Chances are you will give up some features on both the VCR and the DVD players when they are combined. There are many

features to consider on a DVD player, including how it scans data and how it connects to peripheral equipment. Also, VCRs, and even DVDs, can be temperamental. If you have a VCR and DVD together and either one breaks down, you lose both.

Besides, a new VCR isn't expensive (under \$250), and DVD players are even cheaper (under \$150 for a more than adequate model with a 2 year warranty) so you won't be out a lot of cash if you buy separate units.

In summary, keeping them separate allows you to have one or the other ready to go, and it allows you to get the best features on both machines.

Things To Consider when Planning a CD-R (Part 1)

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Not every CD is created equally. They vary according to your audience, your purpose, and the features they have to have to reach your audience and suit your purpose. Following are just some of the questions you and your client should try to answer as you plan a CD.

What would recipients appreciate on a free promotional CD?

We recently brainstormed this question for a client who wanted to produce a regular CD to send to clients and around their own organisation and came up with the following suggestions.

Thought-starters. Inspiration. Insights into Geewiz Marketing Consultants's business or service.

In other words, free stuff which makes your company seem helpful without coming across as a blatant advertisement for how great you are.

What might inspire them to play a subsequent CD?

I looked at this from my own point of view and decided it would be knowing the CD's going to be:

- interesting
- stimulating (visually and educationally)
- informative
- interactive
- include 'takeaways'.

How Comfortable Is Your Target Audience with Computers?

You should take into consideration your audience's level of computer knowledge and comfort. Don't plan elaborate navigation for the elderly or young children who often have not been extensively exposed to computers. You should plan your CD with your target audience in mind.

Will the CD Have a "Search/ Menu" Feature?

This is a simple question, but the answer can involve several days to implement based on the application used to create the CD. If you want this feature, let the designer know up-front.

This can determine how the CD is made and how the files are arranged.

Will the CD Have to Function on Multiple Platforms?

Your answer will determine how you name the files you want to include on a CD. It is best to keep your file names to 8 characters or fewer in length. Some PC's will rename files that are longer than this, which will cause your CD navigation system to fail. You will also need to have different AutoPlay features for the different platforms in order for them to function.

Will There Be an AutoStart/AutoPlay Feature?

This will determine if the CD will automatically start when it's put into the computer. The end user will not have to search for the file that starts the CD. This is very helpful to the end user, but you must make sure the CD can start on PC and Mac computers.

Check future issues of Video News for more things to consider when you're planning a CD, or contact me for a personal, no-obligation exploration of how Geewiz Marketing Consultants and its clients could benefit from utilizing this medium.

But It's For Charity...

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Did you know that each month **Video Promotions happily donates its services to a selected charity?**

If you have a charity project which your company is involved in (i.e not charging for!) that you'd like recorded or edited, Video Promotions can match your goodwill by providing our video production services and facilities at NO CHARGE*

We both look good (and get a warm fuzzy feeling).

**excludes charges for subcontractors and any external costs.*

Your Invitation To The Theatre

[\[TOP\]](#)

Video Promotions is proud to once again be an official supporter of the [Auckland Theatre Company](#) for their exciting 2004 season

I've already hosted a number of clients to productions, and again this month every **click-thru to the Video Promotions website generated from this newsletter could get you 2 tickets** to join us at the ATC's next production "Goldie- The Man Behind The Faces" at the Maidment Theatre.

All you have to do Richard is [click through now](#) to go in to the draw. The winner will be notified by email.

The winner of the previous issue's draw was Geoff Timblick from Westpac.

Before I Go...

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Don't forget to quickly visit our [Video Promotions News page](#) for new stories on the latest projects we've worked on, including a rebranding launch for UDC, a 5-min commercial for ATC's "Goldie" playing on Sky's new Arts Channel, and a timelapse recording of a construction project for Worldwide Parking Group..

Thought for the day:

"Maybe in order to understand the mystery of mankind we have to look at the word itself. MANKIND. Basically, it's made up of two separate words, "mank" and "ind". What do these words mean? It's a mystery and that's why so is mankind." –

Steve Wright

Until next time...

...Steve

