Independent media have to keep up with corporate media.

Big boys, cat videos, need to compete—

Value for end-user—they demand it, they drive it.

Upworthy – what goes viral is video

Translate fact and data into story

The Need: People want this kind of reporting, that’s what engages

Strategy: How it works—interdependency of these two sectors is growing as a result of the audience/consumer desires

Potential for a new relationship between print journalism and documentary filmmakers. Docs need print to get word out; now the relationship can be brokered because journalists need video content to get broader play/ greater reach for their stories.

Distinguish between long-form/feature/ in-depth and live at five.

Mother Jones has climate desk. Imagine if they could get that video around other stories. Imagine if other sites could do this.

Frank—we would like to do video every day, but I can only get something out every week. That’s what the audience wants.

Pilot – demonstrate that you can work for a number of people. Get a group and have them participate in this.

Collabmatch exists but needs are different. Matchmaking is same but language is different; if you do work with Mark, use backend but use a different interface.

Grab and go to relationship needs—big range—mediahub flexibility is already there.

Aggregate content—build up collection of video.

Cara Muertes --Ford

Cathy M—MacArthur

Exploratory.

Grant Proposal to News Organizations

Video Match.org

“Bringing documentarians and independent news outlets together, one b-roll at a time.”

Audiences want video news. Pew reports that 36% of Americans currently watch digital news videos [http://www.journalism.org/2014/03/26/the-audience-for-digital-news-videos/]. Among those 18-29, 48% watch online news videos (Pew). As the cost of data plans go down, we can expect an increasing number of Americans to consume news via online videos on their smartphones.

How will independent news organizations serve that market?

On the one hand, digital media have led to an explosion of easily accessible breaking news video by citizen journalists. Independent news outlets, however, specialize in long-form journalism, explainers, and other kinds of features, not breaking news. And it turns out that creating high quality video for feature news is resource- and time- intensive.

Fortunately, there is a solution! The Media Consortium (TMC) and the National Alliance for Media Arts and Culture (NAMAC) have found that independent documentary filmmakers are willing to cut and edit original video from their existing footage to serve the needs of news organizations. This footage can provide the visual storytelling independent news organizations need.

*Example: In December, High Country News was seeking rich video content to illustrate the complex story around tar sands drilling. NAMAC and TMC introduced High Country News to filmmaker xxx, whose “White Earth” had just made the rounds at film festivals but had not yet gone into distribution. XXX agreed to edit a 4 minute cut for High Country News, which the outlet then ran. The results? A XXX increase in hits to the High Country News site, and xxx for xxxx.*

After prototyping a number of these matchmaking experiences, NAMAC and TMC now propose to create an online platform to facilitate pairing news outlets and filmmakers. Called videomatch.org, the platform will function like a dating site, allowing filmmakers to create “profiles” of their films, and news organizations to create “profiles” of the feature stories that require video content.

Following in the path of tech startups, we propose setting up a relatively simple and spare beta invite-only version of the video match platform to work out bugs. We have drawn up specs for that site, and havea programmer ready to create it. All we need is your support.

We would be delighted to provide the full RFP for the beta site, as well as a detailed report on our matchmaking experiments to date at your request.

, to have identified the following features of an ideal match:

The filmmaker:

* wants or needs the audience that the particular news outlet reaches
* is willing to produce a never-before seen 3-4 minute video piece for the news outlet
* is willing to work with the outlet on tone, content, within limits

The news outlet:

* recognizes the filmmaker as an independent creator/producer
* is very clear about their specifications for the short video--preferably creating a RFP or similar document that lays out their preferred length, the focus of the content, etc.
* is willing to work with the filmmaker’s timetable
* is willing to promote the filmmaker’s actual film via social media

Outlets will have different needs, not only around content, but also around tone and technique. Some outlets, for example, will prefer content that has a strong point of view or a strong aesthetic, while other outlets will prefer a more neutral focus. Similarly, filmmakers need to decide if they only want to create content that will be freestanding, as a piece in itself on an outlet’s site, or if their video can be integrated into a story.

**The Platform**

The best matchmaking is made by a matchmaker, a person who knows the outlets and the filmmakers and can suggest “dates” for potential pairs. But such matchmaking is too resource intensive to be sustainable.

We propose instead the creation of a platform for matchmaking. This platform, much like Match.com or OK Cupid, will request that filmmakers and outlets fill out basic information about themselves, and then specific information about what they seek. The platform would then suggest matches. A human curator would be available to vett these matches.

Such platforms already exist in prototype. They are film distribution platforms. We will be able to add coding to one such platform, run by The Video Project, to create our videomatch.org