

PROPOSAL:

September 17, 2009

To: Jill Cruse
Partners in Mission and Ecojustice

From: Lisa Barry
Anglican Video

Re: Communications Initiative

Rationale: Partners in Mission and Ecojustice have requested communications assistance in developing educational resources and a marketing plan. The goals of this initiative include:

- To educate Canadian Anglicans about the work being done in the areas named above
- To promote support for and interest in these areas of work at a parish and community level
- To help Anglicans distinguish between the above and the work of PWRDF
- To provide promotional tools for staff to use to promote the programs and use when visiting with Partners

It is the opinion of the Communications team that simply producing a video or print resource is not enough. The communications objectives will be ongoing and the challenge of developing a unique identity for this work is not a new one but has never been adequately addressed.

Recommendations:

1. That the Senior Producer assemble a Communications Team, consisting of resource production and web staff to design a multi stage process which will address the goals outlined above in a multi-level, coordinated fashion. The process will include the design of an improved web presence, which will ultimately contain some video elements, the planning of a series of video resources, and a plan for effectively marketing both the work and the resources. All of the materials will share the same look and the same message – the exercise will develop branding elements which will be strong and consistent.
2. That all of the above be designed to be produced on a schedule that suits the clients (Partners in Mission and Ecojustice staff) and is possible based on the

heavy production schedule and budget restraints of both departments (the above and Communications). That said, it is entirely feasible to have some video components ready for distribution by General Synod 2010.

Video Components:

Since meeting with the clients on June 11th, 2009, we have gathered some new video material and identified some existing material that is well suited to the purposes described. We have in hand:

- interview and edited piece with Kyle Wagner – theological student
- footage of Temba House
- footage from the TEE in South Africa
- interview with Archbishop of South Africa and Rev Rachel Mash
- interview with Aubrey Heminger, potential VIM
- interview with Andrea Mann
- footage of Justice Camps in summer 2009
- some footage of Primate in Middle East
- other related footage

Before recommending actual video components, we would prefer to have the comprehensive communications plan developed. That said, with some additional footage we have the basis of 3-4 strong video pieces that we feel would provide strong resources for this work.

Budget:

The budget estimate will be based on the development of 3-4 video pieces using available footage as well as filming additional segments where necessary along with editing and packaging each video for distribution. Within each of these videos we will also develop a shorter version that will be available to web that will roll out at the same time.

We anticipate that the cost for each video (including the web component) would be between \$3,000 - \$5,000. This cost is approximate and will depend on the amount of additional filming that might be necessary.

In order to determine if Anglican Video can contribute any funds to these we will have to await the new budget. It does not look promising.