

## eOrganic Video Program Description and Costs

Video demonstrations of organic farming and research practices bring your specialized knowledge and research findings to a wider audience. We know, however, that many project leaders lack the time and technical ability to produce good quality videos without assistance. In 2017, eOrganic is offering additional video options for integrated NIFA OREI projects that also include a subaward for eOrganic. Contact eOrganic at [alice.formiga@oregonstate.edu](mailto:alice.formiga@oregonstate.edu), and learn more about partnering with eOrganic at <http://eorganic.info/proposal>.

### Video Types

Videos range from 3 to 5 minutes.

- How-to or instructional: [Example](#) video demonstrating a roller-crimper
- Informational videos: [CalCORE research: Improving Control of Lygus Bug and Cabbage Aphid](#)
- Testimonial or storytelling: [CalCORE research, Oregon Farmer: Goodfoot Farm Intro](#)

The most effective and useful videos have clear learning outcomes and show something that viewers couldn't learn as easily from reading an article. Our audience is less interested in videos that merely describe a research project or farming system.

### Production Levels

1. Video Editing Only
  - Footage and audio are provided by the researcher
  - The research team creates the storyboard and script without assistance. (Visit [eOrganic video course](#))
  - Production team edits video according to the storyboard.
  - Footage and audio must be high quality and meet [eOrganic standards](#). (see Video section at the bottom of the page)
2. Remote Production
  - Production team assists the research team in creating a storyboard and script.
  - Production team records narration.
  - Footage (video or still photography) provided by the researcher
  - Z Ideal for research teams with confident photography skills
  - Footage must meet [eOrganic standards](#). (see Video section at the bottom of the page)
3. On-site Production 1
  - Production team assists the research team in creating a storyboard and script.
  - Production team records narration.
  - Footage shot on-site with basic production equipment
  - One production team member will travel to the site
  - One-day video shoot
4. On-site Production 2
  - Production team assists the research team in creating a storyboard and script.
  - Production team records narration &/or interview footage
  - A team of two will travel to the site
  - Higher quality videography equipment available
  - Ideal for capturing one-time events that cannot be replicated, interviews, macro-photography or other special photography needs.

- For example: <https://www.youtube.com/watch?v=uxHs2eM7YzY>

## Costs

One video at the Video Editing level (see below) is included in the baseline subaward costs for NIFA OREI integrated projects.

| Video Production Levels | Cost*  | Additional Videos**  |
|-------------------------|--|----------------------|
| Video Editing Only      | One video included in all NIFA OREI integrated project subwards for eOrganic | \$3,500              |
| Remote Production       | \$5,000  | \$3,500              |
| On-site Production 1    | \$12,000   | \$5,000—<br>\$8,000  |
| On-site Production 2    | \$25,000   | \$6,000—<br>\$10,000 |

\*On-site Production Costs include travel within the continental United States and a one-day photo shoot.

\*\*Additional videos must be for the same project and research team. On-site Production costs depend on how much additional travel and shoot time are required.

| Additions   | Costs          |
|---|----------------|
| <b>Animated Diagrams</b><br>Illustrate complicated concepts or actions difficult to capture. See: <a href="https://www.youtube.com/watch?v=uxHs2eM7YzY">https://www.youtube.com/watch?v=uxHs2eM7YzY</a> (1:40 to 3:10)  | \$500— \$1,000 |
| <b>Photo Shoot-</b> ½ day studio or full day field shoot within driving distance of Portland OR.<br>For projects where materials can be sent to photographer or if activity/images that can be captured within driving distance of Portland region can represent the project. | \$1,500        |
| <b>Interviews</b><br>Interviews may include testimonials or comments from an expert.  | \$500          |

## Roles

- Research Team
  - Identifies video content and learning outcomes
  - Strongly involved in creating [storyboards](#) and scripts
  - Responsive to producer’s request for comment and content reviews
  - Assist in on-site planning and production (if applicable)
- eOrganic Production Team
  - Oversees the production process
  - Edits video
  - Holds 2 content reviews of video drafts with the research team
- eOrganic Editorial Team
  - Peer review and organic certification compliance check of storyboard and script, copy editing of transcript and description.

- Video embedded on eXtension.org and hosted on the eOrganic YouTube Channel

## **Production Services**



**Kristin Pool Productions  
Portland, Oregon  
KristinPool.com**

Kristin Pool Cohen has been studying and working in the field of sustainable agriculture since 2002. She has a B.S. in Conservation Resource Studies from UC Berkeley and a M.S. in Horticulture from Oregon State University. She has worked for farms as well as in the university system as a member of the Oregon State University Small Farms Program.

While working for Oregon State University she was deeply involved in various on-farm research projects and in the creation of Growing Farms: Successful Whole Farm Management, OSU's beginning farmer training course. One of her roles in the development of Growing Farms was to create a series of videos based on farmer interviews to use in the online version of the course. In that multi-year project she quickly realized how difficult it was to work with video producers and editors that did not have a scientific or agricultural background. So she started gaining the skills to do video production herself. Since then she has been working with other agricultural researchers to help them use film as an education and outreach tool. In 2014 she started working with eOrganic to produce videos. A sample of her work, including videos produced for eOrganic, can be found at:

<http://www.kristinpool.com/work-1/>