**FSBR eggplant Extension Videos– Cornell Transnational Learning**

**By Stefan Einarson, Cornell University, 2011.**

Multi-lingual CD Rom and web based outreach material has been developed and translated into Hindi, Tamil, Kannada, Marathi and Bangla for the FSBR eggplant. It will be used for training extension personnel and to orient farmers on best cropping practices. A video featuring Prof. P Balasubramanian of TNAU, one of the developers of Bt Eggplant, providing the scientific facts and explaining the benefits of the technology has been produced and made available for the general public.

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| **Factor** | **Evaluation** |
| **Tool (and url)** | http://www.absp2.net/index.php?option=com\_content&view=article&id=81&Itemid=138 |
| **Tool curator/developer** | Cornell Transnational Learning |
| **Target audience** | Farmers and Extension agents |
| **Scale** | India and Bangladesh |
| **Focus/Content** | Explaining the issues and science behind BT Eggplant |
| **Needs identification process** | Surveys of extension agents and farmers |
| **Source of content** | Cornell and TNAU scientists and extension agents |
| **Linkage to field application** | This was coordinated very closely with the field personnel on the project |
| **Indicators of success** | Seen by thousands of people and translated into four different languages |
| **Evaluations implemented/cost effectiveness** | Seen by sponsor as very cost effective mechanism for getting out information |
| **External factors affecting success** | Large amount of media fervor over the topic |
| **Sustainability** | It is hosted by several agencies |
| **Why people like it** | Very approachable, understandable, balanced approach to the topic |

Do’s:

* Understand the goal of the message
* Map out and storyboard the entire video
* Make sure that you have good representation from all the constituent interested parties
* Use different modes of learning to deliver the message
* Think about how it will be delivered at the end and make sure that you develop it so that nothing prevents that from being effective – if it will be delivered to multiple countries make sure that when you initially produce it for example music and people on the video should not be so mono-cultural that people feel the video does not relate to them.
* Choose a respected team that are focused on making the project work
* Set up a timeline for how the project will work out and as much as possible keep to it.
* Make sure people who speak in the video sign a release
* Try and keep the video exciting and interesting – relate the message to people’s lives
* Have multiple focus groups check the video for how the message got across and what worked and what did not – make sure your focus group are representative of the audiences you wish to work with
* Where possible get more footage and edit it down
* Be sure to collect a lot of b-roll (scenery, environment, sounds, images) that will later be integrated into the finished project
* When working with scientists on film try and get them comfortable by having them go through multiple takes and guide them on what works and what does not
* Document all tapes, all speakers, all places, all plants so that later you do not wonder … who is that on the video, what plant is that …
* Try to get authoritative, respected people to help convey the message
* Include in credits or other ways the work of all the people who helped
* Try as much as possible to be balanced and science based in your approach
* Be careful of the sound it is often the trickiest part to get right
* Have reliable equipment and redundancy for critical components
* Have extra charged batteries and tapes (etc) so you do not miss critical shots

Don’t:

* Make the video too long or academic
* Let the whole process take forever – stick to the timeline
* Let the budgets get out of control
* Loss the project by keeping it on one computer or all in one place
* Get locked into one approach for telling the story … later when you review the materials other better ways may emerge
* Check bags with important or critical equipment