

# Evaluation

## My Video

The task I was set out to make was a video that detailed who the Military Wives Choir are and what they do. I used the choir Benson as a case study and worked with them to record footage for this video. The final product was finished before the deadline of 24<sup>th</sup> of March, with a few minor changes that could be made. It met all the specifications required of me, giving information about: the origins of the choir, the charity work they do, the social support they provide, how to join or set up a choir and how important they are to military families.

The production was undergone within all legal rules, with permission to film the choir obtained from the individuals themselves and a permit acquired that enabled me to film within a military base. All of this was done on time, along with all the pre-production, allowing plenty of time to film and edit the production.

From: Joseph Weston <joemw98@hotmail.co.uk>  
 Sent: 24 January 2017 13:54:24  
 To: Benson MilitaryWivesChoir  
 Subject: College Media Project

Hello RAF Benson MWC

My name is Joseph Weston and I'm the eldest son of Nicola Weston, who has been going to your choir for four years now. I am currently studying Creative Media Production at The Henley College and the latest unit will be social action. This will entail making an awareness/promotional video for a local charity, focusing on what they do to help their cause. The point of the project, however, is to base the video around what the client wants from me as a producer, so the content will catered to your wishes. If you're interested, I would be happy to make a video to raise awareness about the MWC, using Benson as an example. I would be incredibly grateful if you'll help me with this, and would love to talk in person about it in the future if you wish.

Many thanks  
 Joseph Weston  
 Dear Joseph

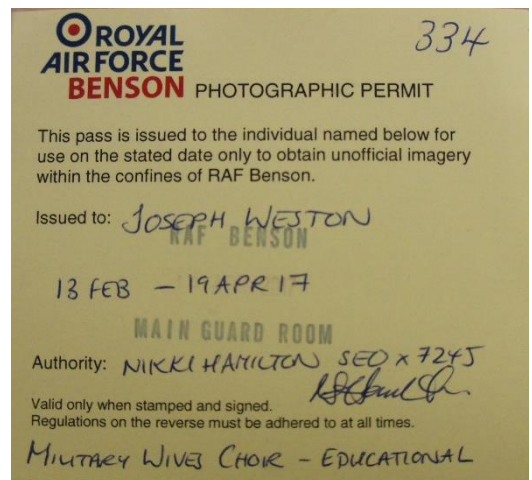
Thank you very much for your email. Your latest project certainly sounds very interesting!

Our current Committee is due to stand down on Thursday and a new Committee will be elected. Therefore, I am very sorry but it would be unfair to give you an answer until the new committee are in place. I will therefore ensure that your request is placed upon the Agenda for the next Committee Meeting, which should be within the next few weeks. It would be lovely if you could perhaps either come along to one of our meetings and explain your ideas to us or maybe meet us before or after a choir rehearsal?

If you require a response before this, please do get back to me and I will see what we can do.

Yours sincerely

Debs Lock  
 Acting Chair  
 Benson Military Wives Choir



Name	Position	Email	Phone	Signature
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Rachel Leay	Secretary and Treasurer	rachel.leay@bt.com	07946 248716	[Signature]
Olivia Scuffe	SOP + Events	olivia.scuffe@bt.com	07903 763913	[Signature]
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Nic Weston	Alto	nic.weston@bt.com	07508655225	[Signature]
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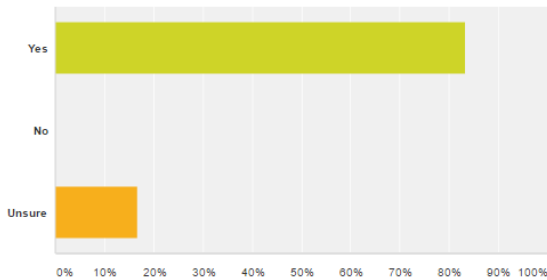
Kate Hoyt	Alto	kate.hoyt@bt.com	07487551	[Signature]
Helen Worswick	Alto	helen.worswick@bt.com	071062029	[Signature]

I believe the video is fit for the purpose it was created, as it gives the viewer all the information it needs, whilst demonstrating how important the cause is. However, the video doesn't fully show what the issue being shown is. In a survey sent out, most people understood what was being communicated but some stated, "I wasn't sure what the issue is". On a similar level, the importance of the choir isn't fully developed, so many people weren't sure how important they are. The people that did understand the importance, said that it was shown through "compelling interviews and cases presented". When the choir

themselves watched the video, they gave one piece of minor criticism, whereas the information on the single “Wherever You Are” was slightly incorrect.

**Does the video communicate the issue?**

Answered: 6 Skipped: 0



Showing 3 responses

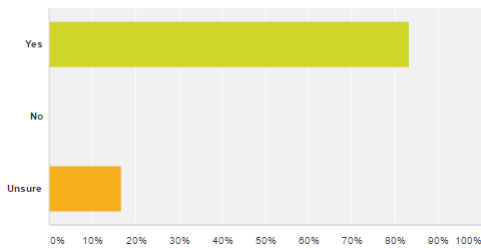
- the content covers the issues they face  
3/28/2017 2:08 PM [View respondent's answers](#)
- I don't understand what the problem is  
3/28/2017 2:01 PM [View respondent's answers](#)
- it shows the wives work together as a group for example their performance at Queens Diamond Jubilee  
3/27/2017 9:59 AM [View respondent's answers](#)

The only criticism we have are there are a few minor details that aren't fully correct about the single "Wherever You Are" it being there were only two choirs initially who performed the song, and it was the second single that had more choirs that joined in the recording. The rest of the research was very accurate, concise and the script explained the set up of The Military Wives Choir brilliantly. The video also touched on the welfare and social benefits of being in the choir and also the charity work we do for other organisations.

The target audience of the video aged roughly 36 – 46 year olds, be for all genders, slightly skewing toward females more than males, and fit within the group B income section. I believe this audience was met, as the video mainly engaging to an older age group and was about the military, which is in group B. Having all the interviewees and voiceover be female would also help meet that slight skew toward women. Most of the respondents agreed with this too, having 80% say the video did meet the TA.

**Is the video appropriate to the TA it is aimed at?**

Answered: 6 Skipped: 0



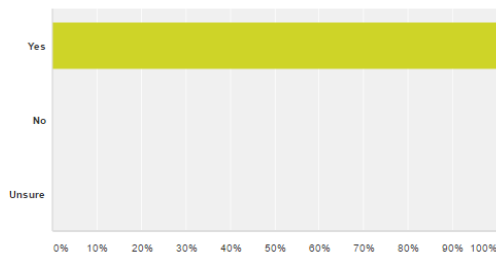
Showing 4 responses

- Yes is suited to their pace and intelligence  
3/28/2017 2:08 PM [View respondent's answers](#)
- Its slow and explains everything in detail  
3/28/2017 2:01 PM [View respondent's answers](#)
- The choir in the video makes it seem quite old fashioned  
3/28/2017 1:54 PM [View respondent's answers](#)
- group B tend to include many professional females  
3/27/2017 9:59 AM [View respondent's answers](#)

On a technical level, the video was to a good enough quality, with a survey response saying “it is to a professional standard,” “use of fades make it effective,” and “had wonderful framing of interviews”. The use of a green screen was also done to good standard with the choir being impressed with the use of it. Though it did have a few issues that were noticeable by some respondents. Audibly, the video was excellent, with the volume in the voiceover and interviewees to an acceptable level.

**Is the technical quality of the video to a good standard?**

Answered: 6 Skipped: 0

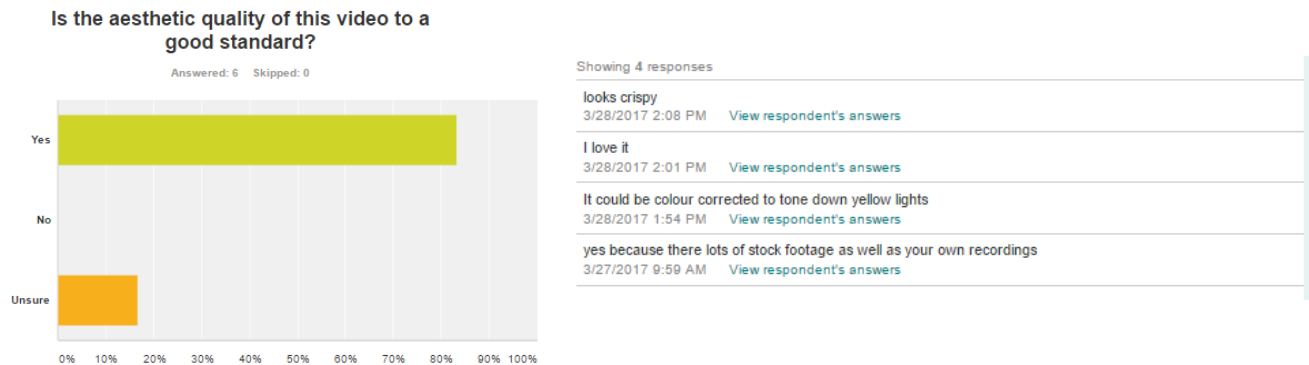


Showing 4 responses

- It is to a professional standard and looks good  
3/28/2017 2:08 PM [View respondent's answers](#)
- Brilliant transitions, wonderful framing of interviews  
3/28/2017 2:01 PM [View respondent's answers](#)
- Apart from some obvious green screens it is very well produced  
3/28/2017 1:54 PM [View respondent's answers](#)
- the lighting is good and the use of fades in post make it effective in between shots  
3/27/2017 9:59 AM [View respondent's answers](#)

The Ladies are particularly impressed with the green screen affect and some of us didn't even realise he had done this, it was so well executed.

In regards to how the video looked, it was visibly pleasing, with a good balance of stock and self-acquired footage and images. As mentioned, the use of fades made it look professional as well as the use of having the interviewees green screened into a more appropriate setting. The survey results showed that there is much agreement on these points, though one correction that could have been made is to the colouring, which could have been adjusted to make the interviews seem less “yellow”. There is also a lack of music in some sections, which could definitely improve the emotion in places.



In summary, though the project as a whole is a success, with a professional standard video being produced, there are quite a few minor adjustments that could be made to make it that much better. There could have been better colour correction, which would add more to the aesthetic quality of the video. This could also have been improved by the addition of more music in some sections, which are quite quiet. Furthermore, the message, and the importance of the message isn't incredibly clearly defined. A major way to do this would be to re-record some interviews to talk about how vital the choir is, as well as provide more case study examples to back it up, perhaps from people outside the charity.

The process of planning and producing the video was undergone perfectly, with the organisation of shoots, recording, acquiring images and footage, and editing done before the set deadline, with no issues coming up during. The choir were pleased with the way I worked with them, saying I was professional in my endeavour.

He then attended a few of our rehearsals to ask individual Ladies about the choir, to help him work out what questions to ask during the interview phase of his project. We were then all asked to fill out consent forms to be part of this video.

A few weeks later he joined us for another rehearsal, set up and filmed with minimal disturbance to us. When he conducted the interviews with our members he was very clear with questions and was very professional and polite. He returned a week later to add a few extra pieces of film to his collection, again with minimal fuss and disturbance to the choir.

## Comparison

Video 1 (CBS News Report): <https://www.youtube.com/watch?v=HndnxHxOGEU>

This video was a report made for CBS channel in America. The video is professionally edited and shot, containing lots of details about the choir, including their history and the support they provide for each other. Whilst my video does go through this too, it isn't as refined, and doesn't have the emotion provided by the interviews they did. They also managed to interview Gareth Malone as well, which adds more legitimacy to their video. However, my production goes into the charity work the choir undergoes, whereas theirs doesn't. Finally, both of our videos has interviews with members of the choir, giving their opinions on how important the group is to them.

Video 2 (MWC Yeovilton Montage): <https://www.youtube.com/watch?v=kAaVh1jzyGA>

Whilst showing a montage of events the Yeovilton MWC has taken part in that year, this video also has voiceovers from members of that choir. These women tell you what the choir means to them, and how it is a help to them personally. As this video wasn't intended to just be an awareness video, it doesn't go into specific detail about the charity and history of the Military Wives. The interviews they use carry much more emotion than my production, giving much more personal accounts. However, my video uses footage as well as images, which keeps the video more engaging.