



World Day 2009: We Are Making a Video!

The concept of World Day has spread across all nations. Everywhere it goes, it absorbs influences from other traditions, growing even richer and more colourful. We want to capture the unequivocal success of WEAAD to celebrate what has been achieved, to encourage even greater participation in our universal goal to raise awareness of, and prevent, elder mistreatment.

What is Show and Tell the Video?

The video will be a kaleidoscope of activities, approaches, initiatives; multiple representations of global concern for elder abuse: the need to recognize and understand what it is and how it can be prevented.



Guidelines:

- Decide what you want to include in the video
- What is the subject/theme?
- How long is the piece?
- Segments can include: clips, interviews, examples of posters, brochures, projects.
- Be creative: include music, dance, poetry, even a picture to tell a story.
- If you are interviewing someone, tell them the purpose of the video, perhaps ask them what elder abuse means to them, and what is being done about it.
- Keep interviews short, to the point.
- Be fast, smart, and whimsical.
- You can submit footage that you already have.

All Regional and National Representatives are expected to market and promote this video in their jurisdictions as well as to serve as mentors and advisors for the project. This is a bold and brave undertaking. Let's show we are ready for prime time. Remember -- glitz and poise are not necessary to produce a narrative that is meaningful and resonates with others.



Coordinators in Place

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SEND DIGITAL VIDEO FILES TO: Sally Heldrich (sallyheldrich@westat.com). She will use final cut pro version 6 studio as an editing system, if this helps your tech people).

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