

## **Appraisal of survey on Pollard on Film**

4<sup>th</sup> December 2007

After careful analysis of the survey responses, the Damaris.tv team have decided upon the following specification for Pollard on Film:

### **Length**

1. To be maximum of 4 minutes
2. Ideally using two film clips, but ensuring they are as short and relevant as possible
3. If appropriate, time will be saved by speaking over part of the clip

### **Content**

1. This is designed for a viewer who is prepared to consider big issues. It unashamedly calls the viewer to think – but will not presuppose any knowledge of any scholarly language
2. This is designed for people with no biblical knowledge but a willingness to think about the Bible's answers to spiritual questions – it is not geared for people who are resistant to any biblical references. So, it unashamedly invites the viewer to explore biblical answers to the questions that are raised.
3. However, the move from the issues raised by the film clips to the biblical content will be “eased” by the use of a question that forms a natural stop. This provides the additional benefit that, if it is used in a presenter led event (eg cafe church or school assembly) the presenter may stop the video at that point for some discussion, before coming back to hear the rest of the video. Thus the format will be:
  - Clips and exploration of an idea in the film
  - Identification of a specific issue
  - Posing a specific question
  - Display of question on the screen – with the opportunity for a stop-point
  - Suggestion of a biblical answer to the question

### **Design**

1. One camera will be used, with cut-aways to give variety.
2. Care will be taken to avoid using very dark film clips if possible
3. An appropriate stage set and production style will be designed – with particular care applied to how the Bible text will be displayed

### **Presentation**

1. The name “Pollard on Film” will be retained – signifying that this is Nick Pollard's personal thoughts being offered rather than authoritative statement from Damaris. However Nick will be titled “Nick Pollard: Damaris Trust”
2. Nick's tone of voice and speed of delivery will vary according to the type of film and the issues it raises. Thus an emotional subject/film will require a slower and more reflective delivery than an upbeat subject/film which will require a faster-paced and more animated delivery. This variation will also be reflected in the type of editing (whether slower cuts and dissolves or faster cuts and more quirky transitions).

## **Usage and distribution**

1. Pollard on Film was originally conceived primarily for individual viewing on websites and video pod-casts, but the research has shown a very significant interest in its use in discussion groups, cafe church and school assemblies.
2. It will best meet the needs of the market if a low-resolution version (marked “not to be played to groups”) is provided free on the web and via video podcast – with the facility for users to download high-resolution versions of specific editions at £3.50
3. Those with subscriptions to Tools for Talks and Assemblies Online are requesting that the high-resolution versions are bundled within those products. This may require a revision of the subscription price.

## **Further development**

1. There were suggestions of developing versions specifically for youth and children. This may be considered in the future.
2. There were requests to provide sub-titles – in English, French and Spanish. This may be provided