

IT'S NOT WHAT YOU THINK IT IS: Videographer

Today YouTube has become a popular platform for knowledge sharing and education, easily replicated via other social media channels with the potential to reach massive audiences by 'going viral'. From how-to instructional videos to TED talks and Khan Academy, YouTube users upload over 100 hours of visual content every minute and over six billion hours of it is watched by people around 61 countries every month¹. Today many universities, schools and other institutes run their own YouTube channels and draw resources from YouTube to teach a myriad of subjects.

While much global content is available on history, art and politics, even a cursory research will indicate that Sri Lankan history, art and politics suffer from a dearth of quality YouTube content. The YouTube Channel IT'S NOT WHAT YOU THINK IT IS will focus on generating Sri Lankan content in the areas of history, politics, art and other related subjects, which will inspire its viewers to reconsider their own thoughts. It will feature, Q&A's, short videos, expert interviews promoting critical thinking and reflection on topics of popular or academic interest. Generating content in English, Sinhala and Tamil, it will tackle popular and often controversial topics without shying away from them, provoking reconsideration, appreciation and alternatives.

The YouTube channel will be streamed through other digital platforms such as MoMaC (Museum of Memory and Co-existence) and shared through other social media platforms, interest groups etc.

What we are looking for:

We are looking for a videographer to work alongside ICES staff to capture short 5-minute videos of expert opinions on commonly held beliefs as well as some publicity material.

The videographer will accompany the staff interviewer to interviews with the experts, film the interview, and handle post-production to create short, snappy 5-minute videos. These videos will then be uploaded to our YouTube channel. The videographer will also create short 'taster' clips to be shared on other social media to promote the longer videos.

Timeline of work will be mid-September – December, 2019

Outputs:

- 10 interview clips, in formats for YouTube upload
- 10 social media promotion clips

Please send your CV with links to samples of your work, cover letter, and estimated budget to Annemari on annemari.ices@gmail.com. Get in touch with Annemari on 0112685085 for any clarifications.

¹ <http://theconversation.com/youtube-a-valuable-educational-tool-not-just-cat-videos-34863>