



Report: VIDEO SLAM 02: Appropriate Original

*Rights management and production workshop for Arts Law Week 2008
and hosted by OPEN CHANNEL Cooperative.*

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for OPEN CHANNEL.



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1. Project Summary

The OPEN CHANNEL VIDEO SLAM is a video production and rights management workshop. It provides a format for producing screen content with open licensed assets within the shortest possible time. In the case of the founding VIDEO SLAM, up to 48 hours was all it took to produce a 10 minute video from start to finish.

VIDEOSLAM 02 saw the production of 4 video shorts by four teams, a total of sixteen participants contributing to the exercise. The results were screened at the Remix Forum and are available for preview and download on EngageMedia, YouTube, Vimeo and where ever project participants continue to publish these works.

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2. Progress reports

The second OPEN CHANNEL VIDEO SLAM: *Appropriate Original*, commenced with a two day workshop (21 – 22 May 2008) where participants were instructed in how to incorporate Creative Commons licensed content into the videos they would produce.

Sixteen participants were allocated into four production teams producing up to 2.5 minutes of content each. Members of each team assisted in compiling found assets and along with Elliott Bledsoe from the Creative Commons Clinic, who ensured the accuracy and legality of re-use of these works.

Participants were provided with a key theme from which they developed individual commentaries on the within the context of appropriation. Two teams worked entirely within the Creative Commons licence schema whilst the other two were given the freedom to use what ever they found, so long as they did not breach defamation laws and stayed within the parody exception of the Australian Copyright Act.

The finished works were screened at the VIDEO SLAM: *Appropriate Original Remix Forum* (22 May 2008). These were then re-appropriated into a live re-mix of the event to an audience of up to 80 at Horse Bazaar.

The following provides an overview of each of the key VIDEO SLAM milestone events as published to the OPEN CHANNEL VIDEO SLAM Blog.

Getting to know you – Introduction evening



We got off to a late start with a few technical and set up issues that I'd thought would eat into everyone's late evening plans... that wasn't going to be the case! I'd left around 10:30 and there were still VIDEO SLAMMERS at Horse Bazaar working up their projects. It was a terrific start!

We have four teams, 3 members per team, each producing no less than 2, no more than 2.5 mins pieces that will be screened Thursday evening. Our panellists won't know the chosen theme for these appropriated shorts, nor will they know what the teams were entrusted to produce.

Last years 5 Smiles was screened and Elliott Bledsoe provided yet another well rehearsed presentation on Creative Commons licenses, including some background to their involvement with VIDEO SLAM and what licenses will and won't for us.

I presented an over view of the entire project, how it works, what we expect from people and how the project will intersect with the Remix Forum. Justin Schmidt (Horse Bazaar) laid down the theme, itself to be revealed at the Remix Forum.

It was great to see our participants form themselves into working groups, each of whom seemed to compliment each other... and John Burton, the VJ, who turned up a bit later, showed that he too is made of the same stuff that will see us through two days of collaborative film making.

Workshop Day 1



It was an early start at the studio this morning to ensure we had release forms printed, a spare hard drive and one of the apc.au / Toy Satellite cameras on hand. Teams got down to an immediate start with Elliott moving from team to team offering advice up until he and one of our panellists, Emile Zile, were interviewed on 3RRR.

Search issues are still high on the agenda of concerns raised at the end of the first day. That and ensuring the correct mix of licenses and that content that appears to be appropriately licensed can, as on archive.org, appear obscured.

Not a great deal has changed in the year since we started VIDEO SLAM. There's very little Australian content in the public domain, let alone available under CC licenses and finding content requires skills that isn't readily at hand, and in many cases, ought not to be. That is, finding video samples that one can legitimately use should be easier than sourcing content you can't!

Clearly we need a hands-on, online and very simple guide that gives film-makers ready access to public domain and re-usable video... and we need more Australian content there.

Workshop Day 2

It's the final day of the SLAM with all teams tearing through their projects to have their videos completed by 6pm. The morning began with a round-up from each team. Issues common to all teams include:

- not enough appropriately licensed CC videos available;
- very little Australian content and no local content on the key theme(s).

Elliott provided an overview of Australian defamation laws. A Defamation Guide is available on the wiki.

MX magazine sent a photographer for a story they're publishing in today's edition and Simeon got Horse Bazaar's wireless Video Unit #1 up and running.

Team # 2 completed their short, having worked on it through the night, by 3pm. The remaining teams all came in at 6pm, pretty much simultaneously. Apart from some compression issues, there were very few technical problems, certainly no where near as many as was experienced in the previous year.

Remix Forum



Thursday evening, 22 May, saw the culmination of the second OPEN CHANNEL VIDEO SLAM for Arts Law Week 2008. Upwards of 80 people took themselves to the Horse Bazaar to view the four short videos our sixteen participants had made and to hear our panel's assessment of them.

Setting up the venue took the best part of the day, particularly as another Arts Law Week forum on social networking was to be held there that afternoon. By the time they were done we had about two hours to have the stage set up, the tech in place, cameras and the wireless Video Unit running, the VJ rig installed... and our VIDEO SLAM teams had to have their shorts completed no later than 6pm!

Come 6:30 I was copying each of the completed videos onto my laptop and readying them for screening later in the evening. Everyone came in on time, one team finishing at 3 in fact! At 8pm I opened the Remix Forum and we got under way. I explained that VIDEO SLAM is both a rights management and production workshop... and that in particular we're working with Creative Commons licenses to ask the question, can we make films using legitimate samples and is there enough content out there that's correctly licensed to help us make this happen?

The Remix Forum would look at both the legitimate and illegitimate use of appropriation in the arts.

The video artist Emile Zile was our first guest up with an entertaining overview of his arts practice. As Emile himself says, his work disregards copyright entirely. To give you an idea of what Emile had shared with us, here's a selection of his videos.

Shiralee Saul followed with a brief talk on copyright issues associated with curatorial responsibilities. This was supported by a delightful presentation based on materials she had available in the only medium many artists worked with at the time, – the 35mm slide. Luckily, Shiralee had been able to scan a selection of works that day, works from a project that was to provide visuals that would be available within the public domain... a project from the late 70s / early 1980s, well before Creative Commons or any open rights management tools as we know them today.

With the VIDEO SLAM shorts next up, our legal team, Shaun Miller and Elliott Bledsoe took to the stage. The theme and the process was then revealed.

Theme and process

Of our four VIDEO SLAM teams two were to produce 2 minute videos using entirely legitimate content. The remaining two teams could use what ever they liked from where ever they liked. Both teams had to ensure, at the very least, that they didn't breach and Australian defamation law. Their theme subject matter was the Melbourne Lord Mayor, John So.

Teams #1 and #2 created the free reign videos *john so arbitrary* and *So Hard*. Teams #3 and #4 came up with *My Bro* and *The John S(h)o(w)*. They had to ensure their videos were entirely compliant with copyright law and in doing so had to log every sound, every photo and every video they found on the web onto a networked, Google spreadsheet.

Each sample was then individually checked to ensure no copyright breaches were made and that the correct mix of Creative Commons licenses were employed. Thanks to Elliot for his sterling efforts on that spreadsheet! A project like this really can't work without someone of his expertise on hand.

The verdict

It was curious! Shaun Miller was pretty much convinced that Teams #3 and #4's were clearly in breach of copyright, but gave Teams #1 and #2 the all clear, stating that they fell neatly into Australia's new parody exception to the Australian Copyright Act (1 January 2007).

The audience's verdict for all four videos was clearly heard... All four had received hearty and enthusiastic applause! All four teams deserved it... not only had they achieved the task of producing these videos in under 20 hours, they'd all created entertaining works that are, to the best of our knowledge, and that of our legal panel, entirely compliant with Creative Commons licenses, and Australian Copyright and defamation law.

As an Arts Law Week Project, I believe it was another outstanding success with a fair compliment of lessons learnt and tangible outcomes...

3. Deliverables

ITEM	STATUS	NOTES
VIDEO SLAM 02 concept development	DONE	Refer to wiki and VS02 Document Kit.
VIDEO SLAM 02 project notes	DONE	Refer to wiki and VS02 Document Kit.
Draft marketing text and liaise with OPEN CHANNEL Marketing	DONE	Refer to wiki and VS02 Document Kit.
Draft registration form and liaise with OPEN CHANNEL Marketing	DONE	Refer to wiki and VS02 Document Kit.
Invite and coordinate Forum panellists and liaise with OPEN CHANNEL Marketing	DONE	Two panellists withdrew due to other commitments. Emile Zile took their place.
Prepare briefing materials and schedule for panellists	DONE	Refer to wiki and VS02 Document Kit.
Establish workshop participants equipment and expertise registrar	DONE	See Participants Registrar in VS02 Document Kit.
Install, maintain and update project wiki	DONE	http://wiki.apc.org.au/index.php?title=VIDEO_SLAM
Update and maintain project mailing list	DONE	
Update and maintain project blog	DONE	http://openchannel.org.au/blogs/videoslam/
Update and maintain OPEN CHANNEL EngageMedia channel with VIDEO SLAM assets	DONE	http://www.engagemedia.org/Members/openchannel/
Define technical specifications and liaise with host venue and OPEN CHANNEL regarding technical requirements	DONE	Refer to wiki.
Coordinate and facilitate technical planning meeting	DONE	Attended by Justin (Horse Bazaar), David (OC) and Andrew Garton.
Coordinate, facilitate and manage workshop	DONE	Includes introduction evening, 19 - 22 June.
Assist in technical and production requirements of the workshop	DONE	Refer to wiki.
Liaise with Creative Commons Clinic representative on licensing issues	DONE	Included redrafting of Copyright and Interview Release forms. See VS02 document kit.
Coordinate and produce final production of VIDEO SLAM assets, including up to 4 x 2.5 minute shorts	DONE	Refer to 2 x DVD compiles and DVD data disc which contains DV PAL masters and various encoded formats (MP4, WMV, OGG)
Ensure back-up of all assets	DONE	
Stage management, direction and production coordination of the Remix Forum	DONE	
Hosting Remix Forum	DONE	

Edit, title and encode all final assets for delivery on EngageMedia	DONE	VS02 Team clips also available on YouTube, Vimeo and being cross posted to various sites by team participants.
Provide OPEN CHANNEL with DVR of all assets on DVD	DONE	
Budget preparation	N/A	
Assist in revision of KPI's and explanatory notes for Film Victoria	N/A	
Reporting and assist with acquittal		Assistance with acquittal N/A.

In addition to the above, the following tasks were undertaken:

ITEM	NOTES
Photograph workshop	Some stills take of workshop available via Flickr (tag search "videoslam02").
Screen captures of Remix Forum	As there were no photos taken of the forum, some screen captures have been made from the Remix Video and available via Flickr (tag search "videoslam02").
Design and production of VS revised graphics.	Used for web, slide projections at Forum and intro to each team clip.
Produced intro clip + sound effects	See intro to each team clip.
Produced credit roll and soundtrack	
Compiled copyright assets for credit roll	In collaboration with Elliott Bledsoe via Google Docs.
Created VIDEO SLAM FaceBook events page	
Promoted Remix Forum via Audiovisual Melbourne and Fibreculture announce lists	
Sent Thank you letters to panellists and participants	

4. Recommendations

Considerations for the next VIDEO SLAM include:

- access to one common platform workstation (with editing, compositing and graphics software) that all teams could use;
- at least one video camera (a DV / handycam would suffice) for all teams to have access to;
- at least one stills camera;
- one audio recording device (preferably HD or equivalent);
- Flash memory or common store hard disk accessible via a local network;
- fast wireless (ethernet is great, if cabling can be safely taped down);
- documentation team to photograph and / or video the proceedings;
- dedicated post-production team.

As we're dealing with such tight time-frames technology that speeds up processes such as data transfer, encoding, etc, would be very useful to have on hand. This may include:

- HD or flash memory video;
- HD or flash memory audio;
- Flash memory digital stills.

5. Feedback

Feedback via email in response to thank you sent the within 48 hours of the Remix Forum.

... the films were great and it was fun!

Shiralee Saul

Yes, was a great evening... Couldn't have done it without you... I'm waiting to see the full videos online, and to play around with some Creative Commons stuff myself. Thanks for the experience, twas awesome.

Karen Woulfe

Cheers for a great couple of days at VideoSlam. It was a bit of fun. I can't wait to see the clips online (and how long ours lasts online....)

Alister Robbie

Thankyou for putting your time and resourses into a fantastic event.

Patrick King

Congratulations to Andrew Garton and all involved at OpenChannel. It sounds like a mighty success. I wish I could have been there - maybe next year!

Robyn Ayres

Thanks for all your hard work with the workshop, I would defiantly do it again next year.

David Clune

I enjoyed participating in the session. It was a lot of fun and I agree that many interesting points were raised.

Shaun Miller