## Purpose of the UNDP Pitch Video

This is a sales pitch for your proposed solution to the issue defined by the UNDP. Your audience doesn’t need to be convinced that your issue is important, rather, **in 1 minute**, they need to understand your rationale and strategy for solving a location specific problem related to the larger issue through media.

**Sample Strong Pitch Video:** [Lawrence Lessig Pitch Video](https://at.video.search.yahoo.com/video/play;_ylt=A2KLqIjhj95TtQgAwEFuMAx.;_ylu=X3oDMTByZWc0dGJtBHNlYwNzcgRzbGsDdmlkBHZ0aWQDBGdwb3MDMQ--?p=lawrence+lessig+take+back+democracy&vid=59407eb06036c2a3145ec4b21e587dcc&l=3%3A14&turl=http%3A%2F%2Fts4.mm.bing.net%2Fth%3Fid%3DVN.608035505269243911%26pid%3D15.1&rurl=http%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3Di3X2eDCmPRY&tit=The+Plan+To+Take+Our+Democracy+Back&c=0&sigr=11a3pppr6&sigt=113cn5dks&age=0&fr=spigot-nt-gcmac&tt=b)

### Video Content

1. Statements of specific problems related to location
2. Description of media intervention with visualizations from your MAP
3. Projected outcomes & evaluation plan

### Length

NO more than **1 minute** per subgroup clip

### Style Considerations

* Select your host/narrators (consider what value seeing your group members might add)
* Decide on a tone (i.e. lively, intense, light, goofy...) & location for recording
* Record your narration or headshot with the **required** Video Content points 1-4
* Add visualizations, B-Roll, animations, or accentuations (Youtube clips, etc.)

## 

## Directions for Adding your Video to the Prezi template

1. [Final Prezi template](http://prezi.com/twipfzwou58s/?utm_campaign=share&utm_medium=copy)
2. 1 Point person per group sets up a free Prezi account (<https://prezi.com/signup/public/>), go to the template, and copy the template to their own account (link to free account, link to final template)
3. Upload your videos to a free Vimeo/Youtube account and "insert" them into the Prezi where indicated.
4. Email the URL of the Prezi to [rhys@themediaspot.org](mailto:rhys@themediaspot.org)