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Video Showcase

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Abstract (for dissemination)	In this deliverable we explain how the video 'EHRI's Human Network' was made, describing the process from the first idea, writing a scenario, finding a film maker, production, shooting, editing and presenting the end result: A video that in about 4 minutes showcases the EHRI fellowships, featuring several EHRI fellows.
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1 Introduction

From our own experience, as well as general marketing insights, we know that video is one of the best ways to communicate and disseminate your mission. It presents you with an opportunity to stand out, while communicating much information in a condensed format. Also, a social video generates much more shares than text and images combined.

Therefore it was decided that at the end of the second phase of the EHRI project, we would produce a short video, that should demonstrate in an accessible way how innovative tools hosted by the EHRI infrastructure can be used to tackle new research questions, and how such usage can lead to new insights. This video should be professionally produced and widely promoted.

2 Preparation

Our first task was to make the subject of the video, '(...) how innovative tools hosted by the EHRI infrastructure can be used (...)', more concrete. EHRI has created and used several innovative tools, the portal, the blog, international seminars, but in general they can be divided in digital tools and networking ones. In our mission statement, we say that EHRI is a digital infrastructure and a human network, both parts being equally important, interlinking and complementing each other.

The last video we made, focused on the EHRI Portal, giving a short explanation of the relevance of this tool for Holocaust research and a first introduction on how to use it. Since its launch in 2017, it received for example 1.8k views on Facebook and 1.7k on YouTube. You can watch it here:



1 EHRI Portal Video <https://youtu.be/IUFqR715qW8>

This time, we thought we should draw the attention to the human network part of our mission, which is a very successful aspect of our work, but sometimes overshadowed by the more obviously innovative digital developments. We support a human network through fellowships,

seminars, workshops and (international and regional) conferences. All aspects have been highly successful and innovative in their own way, but throughout the years, the fellowships have grown in importance and have especially stood out. With the video, we could show the benefits of our human network for Holocaust research, and how we support researchers. Innovative qualities of our fellowships are the wide international network of partners that EHRI offers, and the flexibility (fellowships of 1-6 weeks, possibility of visiting several institutions), as well as the growing EHRI community itself. The video also presented us with a good opportunity to announce the renaming of the EHRI fellowships into the Conny Kristel Fellowships, in honor of the former EHRI Project Director who sadly passed away in October 2018.

Target groups of the video:

- Potential users of the EHRI network: Holocaust researchers, students, information specialists, digital humanists.
- Policymakers who support our network
- Wider audience and media who gets an understanding of what we do.

Although we wanted the users, the fellows themselves, to be central in this video, we realized that we also had to give short introductions into EHRI and the concept of fellowships. Otherwise our video would have hardly any reach beyond an insiders community. Practically speaking, the video had to be relatively short, no more than 3-4 minutes, and within budget.

Now we had a basic idea of the story we wanted, we had to contact a filmmaker, who could help us to turn our idea into a professional video.

3 Implementation

3.1 Filmmaker

We approached three different video making companies, one of which had already produced the previous EHRI Portal video. We talked extensively with them after which they came back to us with a proposal and quotation. It was soon clear that the company we had worked with before would this time not be our choice. Not only were they far more expensive than the other two, their proposal was also rather unsubstantial. Apart from this, they are a company that work best when given a certain amount of artistic freedom, and in this case that was not what we were looking for.

The two other companies both had a good quote and proposal, but one of them seemed to lack understanding of what we wanted, or indeed what EHRI, or indeed an archive, is. So we quickly decided on Tim Guiking (<https://www.timguiking.tv/>), who impressed us with an excellent understanding of EHRI, and the message we wanted to convey. His previous work was also good and he showed initiative in helping us with our story without taking over the lead.

3.2 Production

Together with Tim, we further developed a feasible scenario. The focus being on the users, we chose to interview several fellows, supplemented with the project director and the coordinator of fellowships and training of EHRI to give some context. We made practical arrangements with the interviewees and decided on a shooting day. We drafted interview questions and gave some directions to the interviewees on how to prepare. It should be

mentioned that they weren't directed to give certain answers, they were completely free in that sense.

3.3 Shooting Day

On May 20, we had one shooting day, held at the NIOD institute, during which we interviewed two fellows, [Catherine Greer](#) (USA) and [Marjo Bakker](#) (the Netherlands), and the EHRI project director, Karel Berkhoff. Catherine was at that time an EHRI fellow at NIOD, while Marjo had previously been a fellow at the USHMM in Washington. In the afternoon we did an interview using Zoom (a video conferencing tool) with Anna Ullrich, responsible for the EHRI fellowships, who is located at the Institut für Zeitgeschichte in Munich. We also shot some images from the NIOD and surroundings.

The next day, we did another Zoom interview, now with [Katarzyna Person](#) (Poland) who was then a fellow at King's College London.

3.4 Finalization

After the shooting days, Tim had several hours of film material which he had to edit into a 3-4 minute video. In the meantime, we had collected some additional material that could support the interviews, such as photos from fellows themselves, from our partner institutes, and pictures taken at EHRI seminars and workshops.

It was also decided that we wanted to include a visualization of the extensive nature of our fellowship network. After we provided the statistics, Tim worked out the visualization.

This all came together in the first version, which was too long, but already in the right direction. After a process of cutting and fine-tuning from our side, Tim edited the final version of the video. Title, credits and subtitles were decided on and added. The video was ready one week before its premiere at the EHRI Conference.



2 Video 'EHRI's Human Network' https://www.youtube.com/channel/UCI-Y23CupgRs_Rm4ezo0pRw

4 Presentation of the video

4.1 Conference

The video, entitled ‘EHRI’s Human Network’, was premiered at the EHRI (final) Conference “Holocaust Studies and its Social Setting” on July 4 in Amsterdam, before an audience of almost 200 people. It received an excellent reception, and was also shown on a separate screen throughout all the conference’s breaks.



3 Premiere of EHRI Video at the conference Holocaust Studies in its Social Setting

4.2 Other channels

The day after its premiere, the video was posted on the EHRI website, YouTube channel and our social media. We will continue to do so and promote it further. The video will also be used for presentations about EHRI, during our workshops and seminars, and other possible opportunities.

www.ehri-project.eu

<https://www.facebook.com/EHRIproject/>

<https://twitter.com/EHRIproject>

https://www.youtube.com/channel/UCI-Y23CupqRs_Rm4ezo0pRw