1. Description of the project

Describe the project in just enough detail so that anyone can understand it. What was the aim of the project, who was the intended audience and what strategies did you implement to achieve the aim?

The aim of the project was to use free-to-air and subscription television services, including SBS networks and particularly NITV, to distribute the Artists in the Black community service announcements, in order to reach the core audience of Aboriginal and Torres Strait Islanders, and inform the wider community about issues affecting Australian Indigenous artists and arts organisations.

Content distributed by SBS, NITV and the Online Content division is treated as “Community Service Announcements” (CSAs) and must comply with strict technical and other prescribed broadcasting standards, under legislation and regulations, including the Broadcasting Services Act 1992 and the Special Broadcasting Services, amongst others. In order to make our educational videos compliant with broadcasting standards, Arts Law commissioned CAAMA to make certain changes, such as editing to fixed durations as well as other audio and video technical changes.

The re-edited animations were then provided to SBS/NITV to be broadcast as Community Service Announcements, reaching a much wider Indigenous and non-Indigenous audience than Arts Law would ever be able to achieve without this support. The animations can be viewed on YouTube here: https://www.youtube.com/playlist?list=PLOIQABc7tn4lPQ1VNNMeg8WSEjt2ld-9o.
2. The project – what happened?

How did the project come about?
In 2015-16 Arts Law worked with Central Australian Aboriginal Media Association (CAAMA) to produce five educational animations. They were originally commissioned to be made available solely online via the Artists in the Black website. Arts Law was later successful in receiving an SBS Foundation grant, meaning this valuable content could now be made available across the SBS network as “Community Service Announcements” (CSAs). The content needed to comply with strict technical and prescribed broadcasting standards. To be compliant, Arts Law planned to work with CAAMA to make certain changes, including editing the animations to fixed durations and other technical changes so the animations could be broadcast.

Briefly set out the project stages and what happened in each stage.
1. Re-editing of animations to make them appropriate for screening on SBS/NITV: Arts Law engaged CAAMA to re-edit the animations to make them compliant with broadcasting standards.
2. Screening of animations: With our status as an SBS Foundation Partner our animations were screened on SBS and NITV. In addition we were able to screen the animations on the Todd Street Mall Screen in Alice Springs.
3. Evaluation: Arts Law included evaluation questions in all our intake forms and post-advice surveys.

If grant materials were produced as part of the project:

How were they distributed? The resource was distributed on SBS/NITV (NITV alone reaches over two million unique viewers a month), on Arts Law's Facebook page and Artists in the Black Facebook page as well as the Todd Street Mall screen in Alice Springs, managed by the Alice Springs Town Council.

Now that the project has concluded, how did the implementation and/or the outcome differ from what was originally intended? Did anything surprise you? Were there any unintended outcomes?
Seeing the success of the snappier, shorter videos compared to our original longer animations was a good outcome and something we will take into future video projects. It was surprising that we were unable to have a report from SBS about the audience of the animations. However, a good outcome was the interest from broader organisations like the Alice Springs Town Council in screening the animations. Finally, the requirement to have captions on all video content is something Arts Law will also undertake for all future video projects.
3. Evaluation

What questions did you ask to evaluate whether you had achieved your aim?
In our intake form and post-advice surveys we ask clients:
"How did you find out about our service?" There is a dropdown menu for selecting how clients heard of our services. One of the responses added for evaluating our aim was: “Through a SBS/NITV Community Service Announcement.”

We also asked what the response was to the shorter videos on our social media.

What data did you gather to answer your questions?
- Survey results and results of our intake form.
- Confirmation that the community service announcements were screened on SBS/NITV.
- The view count on Facebook were also collected to analyse the success of the shorter animations.

Did you achieve your aim? What did you find out?
Yes, we achieved our aim. However, we found that this was a difficult project to evaluate. While we know the videos were screened on SBS/NITV, as they were community service announcements we were focusing more on disseminating information rather than selling a product or driving more legal queries. As a result we were unable to track traditional evaluation methods such as sales or a response to a call to action. However we did learn that the ripple effect of having short, accessible, captioned videos meant organisations like the Alice Springs Town Council were able to show the animations to a new audience.

We also found that having shorter videos is more effective for encouraging views. On Facebook, the shorter videos were better received (eg. Artists in the Black video insights show that audiences are much more likely to watch more minutes of the shorter animation content).

4. Conclusion and recommendations

What is your conclusion?
Shorter and more direct videos will have more impact on an audience. Including a call to action in future community service announcements or advertisements is important to evaluating the success of the project.

What are your recommendations for improvements both for the intended audience of your project, and for the strategy you used to achieve your aim? What would you do differently next time?
We would include more of a direct call to action to establish the success of the project, as we now know that SBS reporting is limited.