

US EPA ARCHIVE DOCUMENT

Faces of the Grassroots Video Contest Flagship

Lessons Learned



List Benefits or Lessons Learned from this effort:

Benefits

- Environmental justice is often explained as a ‘you know it when you see it’ issue. The resulting videos from this contest allow EPA and external stakeholders to help increase awareness and education about environmental justice through visual media.

Lessons Learned

- In order to meet the important 508 compliance requirements, videos submitted to the contest need to be subtitled before posting them directly on the EPA website. Videos are currently hosted on YouTube and include an exit disclaimer. The resource needs associated with ensuring closed captioning of videos should be considered when developing video contest concepts and workplans.
- We moved the link to the video contest page to the right hand sidebar (versus featuring it as in a highlights banner), since it is no longer a new event. After this move, we saw a drop in hits to the Web page that links to the YouTube hosted videos.

How will you continue to engage stakeholders?

- We are working to launch a ‘featured video’ section on the Office of Environmental Justice Web page that will highlight videos submitted to the video contest (contingent on subtitling).

What steps would you recommend to sustain this effort and build in improvements?

- This effort could be conducted annually with adequate FTE and funding. The effort could be improved by working to formalize a partnership with YouTube. That partnership would include YouTube subtitling software, additional video contest promotion, and allow users to vote for their favorite videos (which would likely increase the virality of contest videos).

What other measures would be useful or would you recommend for a similar effort?

- Ideally, we would like to develop outcome measures for this effort. It would likely require sampling those who have accessed the videos online or been shown the videos at trainings or events and a random sample of those who have not seen the videos to survey for knowledge of environmental justice. At this point, developing outcome measures is likely cost prohibitive and would potentially be subject to the Paperwork Reduction Act requirements.