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Call for Video Articles and Essays

Special AIP issue: April 2012 to be launched at World AI Conference in Ghent, Belgium

Working Title: Innovation² and Appreciative Inquiry: Positive Images, Positive Action

Guest editors: Innovation Partners International www.innovationpartners.com,

Ada Jo Mann Ada Jo has 35+ years of experience collaborating with clients on strength-based approaches to strategic planning; organization design; whole system change; program development and evaluation. She is a pioneer in the field of Appreciative Inquiry in the international development and social change arena and Founder and former Managing Co-Owner of Appreciative Inquiry Consulting, LLC.

Joanne Daykin For nearly 20 years, Joanne has worked as a leadership consultant, facilitator and coach world-wide. She helps to create alignment between organizational strategy and leadership in action within health care, private, education, non-profit sectors. Her areas of expertise include; leadership coaching, senior team development and collaboration, change management, strategic planning, innovation and continuous improvement.

Lisa Hirsh In her 28 years of organizational consulting with corporate, healthcare and social profit organizations, she has helped individuals, teams and organizations explore possibilities and turn potential into accomplishment. She coaches leaders facing complex challenges in planning, integration and sustaining change. Lisa harnesses the power of stories and also uses film to capture the impact of an innovation and learning process.

A Special Video AIP Issue on Innovation

Several partners from Innovation Partners International, with grant support from the Taos Institute, are guest editing a special issue of the AI Practitioner to be released at the 2012 World AI Conference in Belgium. This will be the first ever video issue of the AiP and will have as its theme, Innovations in AI around the Globe. This issue of AI Practitioner, an innovation in itself, will use the medium of short video essays that will showcase outstanding examples of AI innovation.

We are looking for examples of innovations in the practice of AI and examples of using AI to drive innovation.

- What are some of the breakthroughs, and next generation stories that demonstrate the life giving factors in the practice of AI?
- Where are the innovative connections that enrich the practice of AI with individuals, teams, communities or business?



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- Scaling up AI through powerful conversations brings about changes we could never have imagined. What stories or examples have the WOW! factor that take us into an innovative space far beyond what had been thought possible?
- As we talk about a new economy of strengths, where are we seeing images of hope that AI is creating more cultures of innovation and helping bring about this new economy?
- With all the richness of examples of AI being used around the world, where next? Where is AI heading in the 21st century and where do we see glimpses of that future now?

The power of a compelling image is a major underpinning of Appreciative Inquiry. Whether they are moving images such as a video, or a series of still powerpoint images with text and music such as a photo essay, images have the power to move us from the inside with our emotions or from the outside with our actions. We see this everyday in our work, whether we are AI practitioners, systemic practitioners, researchers, or organisational leaders.

Timeline for Contributions

Contributions can be short video clips or video essays of 3-5 minutes in length. Each submission should be preceded by a one-page print description of the video that highlights the following:

- The purpose of the AI innovation
- Who is involved
- Where it takes place
- What sector
- How this example contributes to innovation in the use of AI or AI as a driver of innovation.

Please also review the technical specifications for production of the video contribution which are outlined below.

We'd like to receive initial ideas (300 words max) by **1st July**. You will be notified by 1st August if your entry has been accepted for publication. We will need the completed video and written overview by 1st November 2011. This will give us time to edit and complete production of this special issue in time for the conference. Please include the following in your brief proposal:

1. The example of AI innovation you will be capturing in your video clip or photo essay.
2. Who is involved in the example, where it took place and in what sector?
3. What key learnings will your contribution offer to the AI global community?
4. What format (video, photo essay, or something else) do you plan to use to document your innovation? If you already have examples of your video work, please include a link to the relevant site in your proposal.

Technical Specifications

Here are some examples of short videos that can be especially significant – it might be something like the silly but serious three minute TED video

http://www.ted.com/talks/lang/eng/derek_sivers_how_to_start_a_movement.html, or the simply made but very effective Taos Institute resource www.taosinstitute.net/a-vision-of-students-today



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or the magic of the photo essay Imagine8acres www.gmaltd.com. For many different styles of visual resources, visit the Taos Institute website <http://www.taosinstitute.net/visual-resources>

Resolution:

A minimum standard resolution (720x 576 pixels in the PAL area and 720 x 480 in the NTSC format). The video can also be widescreen 16:9. We would welcome and prefer High definition (at 1280 x 720 px or 1920 x 1080 px). We would prefer if the video is either shot or delivered in progressive format rather than interlaced. Most modern camcorders and other video capturing devices like smart phones and DSLRs made in the last 3-5 yrs can achieve standard or high definition. Good results come from a well-conceived idea and creative execution.

Audio:

Good audio is a key part of a good video. A basic but practical suggestion is that the microphone is placed close (30cm but no more than 1 metre even in a quiet room) to the sound source you wish to capture, whether it be voice or other. Capture key audio such as voice in a quiet place and avoid background or unwanted noise. You can still get acceptable audio if you place the microphone very close to the subject (10cm) in a noisy environment.

Other than using the on-camera microphone, an external microphone produces better results, as it can be positioned independently of the camcorder. This could be wired or wireless, e.g. in the form of a lavalier microphone or a directional microphone placed on a boom pole. If you are using a microphone with a wire, be sure to let the person know who you are interviewing not to move the wire, otherwise there will be static in the filming.

Music:

If music is used, it must either be original music, in the public domain or royalty free music. We cannot accept submission which contains commercially owned music unless the copyrights are cleared for worldwide internet and digital (iphone/ipad/DVD/CD) distribution. Likewise, we cannot accept a submission which contains copyrighted video/visual materials.

Length:

Recommended length of video is 3-5 minutes long - if your video submission is longer - we may keep the original, but suggest ways to make a shorter cut - this will facilitate consumption online and ensure video size is within the limits of our USB stick. This will also generate a file that is acceptable to download. If you're unsure about specifications, please email Anne Radford editor@aipractitioner.com.

Contact

If you're interested and would like to find out more, please contact Ada Jo Mann at adajo@innovationpartners.com. Also, please send your proposal for inclusion in this special issue to Ada Jo.