

Experienced Producers of Situation Table Videos

Our crew at [Five Points Media](http://www.fivepointsmedia.ca) have recently completed the [Collaborate Nottawasaga project](#); a subsidized co-venture focused on the services provided by the various member groups and organizations that sit at the Situation Table that is held weekly at the OPP Detachment in Nottawasaga. Together, these professionals from various sectors provide services to Adjala–Tosoronto, New Tecumseh, Simcoe County and Northern York.

The project, which involved the production of more than twenty information videos, was completed on schedule and on budget, with all participants approving the final product before the November 1, 2017 presentation at the one-year review of the launch of the Situation Table at Nottawasaga.

The production was a collaborative effort led by the Ontario Provincial Police, with contributions from the CMHA, various social housing services, several offices of the Ontario government, multiple community special interest advocacy groups, emergency services, and special needs agencies.



A full copy of each video can be found at <http://www.fivepointsmedia.ca/collaborate-nottawasaga-2017.html>

Sy-STEM Links



Our crew is also directly connected with [Sy-STEM Links](#), an online and public access kiosk service that is currently under development in Orillia. Our producer is one of the six original creators of the project, which also includes professionals from CMHA, the Lighthouse Soup Kitchen and Shelter, Georgian College, the Ontario Provincial Police, and Beneath the Blanket.

Sy-STEM Links is a collaborative approach to providing access to essential services. Their focus is on homelessness, shelter, food security, mental health, and prevention rather than reaction. Their target groups include adults, youth, families, indigenous persons, and members of the LGBTQ community. Details are available online at <http://www.sy-stem-links.com>

It is hoped that Sy-STEM Links can be streamlined and augmented to be used as a central hub for information regarding services such as those provided by the members of Situation Tables. That kind of online focal point would provide a place where those in need of help can access information videos, like those we produced for Collaborate Nottawasaga. In time, the listings could grow to include other regions and services across Ontario.

About Five Points Media



Five Points Media is a community-focused social enterprise broadcast-quality media service that offers a non-judgemental voice to those who are all too often ignored by mainstream news services. Our not-profit motivated service fills a gap that exists within mainstream media, which is limited in its ability to serve charities, benevolent groups, and the various special needs groups of our society.

Five Points Media is a division of [3B Solutions](#); a commercial video production company with a crew that brings with them 30-plus-years of media experience including work in international journalism and documentaries.

Five Points Media provides production crew and equipment free of charge or at cost to selected charities and not-for-profit groups. In order to provide those donated services, our crew also offers dramatically reduced rates to other vetted groups, and to selected benevolent organizations and social enterprises that charge for their services or which receive government funding. The Situation Tables fall into the latter category.

We are a social enterprise, so profit is not our focus. Our goal is to help improve the lives of those who share our community, and to provide a voice to those who may not have one. For more than five years we have donated our services to a wide range of benevolent groups and charities. Some are household names while others have quietly tended to the needs of a small sector of our community with neither fanfare nor recognition.

In 2014, the Greater Barrie Chamber of Commerce honoured our commitment to the community through the creation of the [3B Solutions Retail Business Excellence Award](#). In 2017 the Women and Children’s Shelter of Barrie [thanked us publicly](#) for [our years of contributions to their much-needed service](#). That same year, Saint John Ambulance presented us with their [‘Community Partner Service Award’](#). Finally, throughout 2016 and 2017, our crew has been recognized by ‘Three Best Rated’ as the [‘Best Videographers in Barrie’](#).



As we are a social enterprise, and not profit motivated, the cost of our services is dramatically less than that of a commercial video production company. Our services through Five Points Media are billed at half of what we charge for the same equipment and crew working on commercial projects for 3B Solutions. Also, our reduced overheads and location lessens our commercial rates considerably from those of comparable services hired out of Toronto. This results in our community clients being able to hire our professional crew and broadcast quality production equipment for about a third to a quarter of what it would cost to hire a Toronto production company. Five Points Media is the only community-motivated social enterprise broadcast quality media company known to exist in Ontario.

Collaboration Is Key



We are currently working through the Ontario Provincial Police to reach out to the coordinators of each Situation Table in Ontario. Our goal is to set up a schedule when we can record videos for each region, as we did for Nottawasaga. The focus will be to provide information to the public about the services available in each region and how to access them, especially during a crisis when time is vital. Those videos would be made available to the involved region and in time, with approval, they would be posted on the Sy-STEM Links website: <http://www.sy-stem-links.com>

Why Use Video?

Video is by far the best way to relay details of local services, as many of those in need of certain kinds of help either cannot read or do not do so with ease. Video allows you to provide visual references, maps, graphics, interviews, text, and even walk throughs if appropriate. Now, through the Nottawasaga experience, we have developed a working methodology and production template for the creation of videos for Situation Tables. Also, our direct participation in Sy-STEM Links enables us to disseminate the information easily to those in need. Also, using a standard to create the videos from different regions to look the same will help improve communications.



Funding Is Available

In 2016 the government of Ontario invested \$3.7 million in grants for “*collaborative and innovative projects that address local community safety priorities as well as projects that increase diversion opportunities, reduce the likelihood of re-offending, and facilitate better reintegration outcomes.*” Also, grants are reported to be available for similar projects through the ‘Proceeds of Crime - Front Line Policing Grant’. It is our understanding that a grant was used to assist the creation of the Collaborate Nottawasaga project, but we do not have details. Full details can be found at <https://news.ontario.ca/mcscs/en/2016/03/ontario-investing-37-million-in-grants-to-enhance-community-safety.html>

Production Schedule

A streamlined production team consisting of our producer and production crew from Five Points Media would spend a week on location in each region recording interviews with key personnel for each group and agency, as we did for Collaborate Nottawasaga. We would also collect behind the scenes b-roll video, appropriate printed materials for scanning and inclusion, and photographs. If coordinated correctly, our crew will be able to conduct five or six such interviews for agencies per day, meaning as many as thirty in one week. We would then take the raw materials back to our studio and produce an offline copy of the content for the project coordinator and/or agency to view and pick the content they want to use. From that, we would edit together the finished videos.

Creating an Atmosphere of Relaxed Cooperation

Most of the agencies and groups associated with Situation Tables hold not-for-profit or charity status. So, it makes sense to work with a social enterprise that is not-profit-motivated. We also have extensive experience working with a wide range of social and special needs groups, making Five Points Media uniquely qualified.

When dealing with social services it is important to work with a company that has a track record of working well with the community, and especially with groups that represent those of special needs. Helping the community and those who work to improve it for others is our primary focus, and we have a long history of working with groups ranging from women and children's shelters to housing organizations to the LGBTQ community and counselling services. We have also worked with emergency services, the military, police, and first responders.



Our style of production is professional and goal oriented; however, we maintain an atmosphere of relaxed cooperation. Our crew has learned how to take stress out of what is usually a foreign work environment for those involved, and many of those who we have worked with us have commented about how we made the process fun.

We use humour and a light-hearted approach to keep our subject focused on the common goal of attaining the information we and our client need through a recorded conversation that can take as long as is needed to attain.

Our clients' comments can be found in video and written testimonials: <http://fivepointsmedia.ca/testimonials.html>

In addition to having our own photo and video studio, 3B Solutions and Five Points Media offer the latest in video production technology; including Sony high-definition broadcast quality video recording, Steadicam, aerial video drones, mini-cameras for precision work, and specialized water and sport equipment that can go anywhere.

Our experience is truly international, with our crew members having worked in commercial video production, theatre, dramatic television, documentaries, and news acquisition for television and print working in Europe and the Middle East. They have also work with groups ranging from Greenpeace to police and news services, and they bring with them technical expertise used in investigations, logistical security, military services, and more.

That combination of diversified experience and professional equipment makes our team at Five Points Media uniquely qualified to assist the various social and advocacy groups that work together at the Situation Tables. Our hope is to be able to help your group to communicate your messages to the individuals who so desperately need your services in a way that will help them to understand how to access the services they need.

Regards,

John Ironside
Producer / Director