

Happy Monkey Design

Better Lives By Design

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Dear Mrs. Sally Rawicki

The Parkinson's Society

The Quay Offices #23

New Westminster, BC V3I 1Z6

Proposal for a News Site System

HMD is pleased to submit this proposal to create a News Site System for the Parkinson's Society as we believe it represents an effective and elegant solution to your requirements as expressed by your team at our recent meeting.

The Society's Needs

The Parkinson's Society provides support and education services for people living with Parkinson's and their families. We strive to prevent the disease and enable researchers to find a cure. However, it is the fastest growing neurodegenerative disease in Canada and is the fourth leading cause of death. It is a terrible disease, resulting in the second most-frequently request for physician assisted suicide. It is rightly described as a pandemic by the WHO spokesperson, Dr, Buttigra.

In spite of these terrible statistics, the awareness of the disease has been dropping making harder to promote our programs and obtain funding. Although we prepare regular press releases and articles for the media, there is little interest in publishing the material.

HMD's Proposal: Create the Society's Own News Site

These days we are inundated with information. What we crave is a story or project that has human interest, would highlight the realities of Parkinson's in a graphic but real way, but then also has the positive element of overcoming, of contributing, that would leave people feeling good.

We recently worked on a similar project whose objective was to give pwp (people with Parkinson's) video skills so that they can create videos of a type that matched their specific interests and experience and thus contributing to society. This is a powerful way of enhancing the quality of life of pwp who otherwise think they are doomed to a useless life in a wheelchair.

Note: being able to develop this course and knowing that many will benefit from it, gives me, a pwp, such an enormous boost of my self-esteem. Believe me, it does wonders.

The Example Taken from PWS

One of the courses we had looked at for that project was Mojo for PWP. The purpose of this course was to teach pwps the skills needed to capture video news stories and events using their smartphones; then editing the captured video into proper news format including a piece to camera, b-roll footage and interview clips. And finally upload the resulting video directly to the appropriate news station server.

This would require solid smartphone skills, news/journalistic knowledge, as well as graphic design principles. The mojo for pwp training is modular and lasts several months and includes specific training in recognizing news story potential, storytelling techniques and legal concerns, it is not rocket science, we have all watched many hours of news on TV – you can say we have been training for years already without knowing it.



Depending on the need, the course will include how to shoot video safely from a wheelchair, walker and working with a care-aid, what gear you should take with you and how to organize it so that everything is easily accessible.

The Current Needs of The Parkinson's Society

Given the time and financial constraints specified by the Parkinson's Society, we will propose a shorter program to the Society in which the focus will be on presenting the News on the Society's website. The emphasis will be on news gathering that does not require traveling into the field to shoot video on site. Instead, the news will be gathered by conducting phone interviews and zoom/skype technologies or writing the news item from other sources.

Voice and Other PD-related Issues

When we discussed the concept with some of your members to assess if any would be interested if we were to propose such a project, they were immediately interested and the amount of learning they would have to put in did not bother them, one big guy, I think Larry was his name, said "where do I sign up and when do I begin?"

I certainly shared their excitement then. But when I explained in more detail, they became quiet. It turned out that they were quite embarrassed about their appearance and not being able to speak properly. I certainly can relate to that. But I pointed out that one of the advantages of this style of reporting is that you can do it without ever appearing on camera, so people won't know that you are bobbing all over the show like a Michael J Fox – it is called dyskinesia.

From personal experience that you basically come across as an idiot, the result is that people don't take you seriously. This type of newscasting makes it possible that you never appear in public. And the voice problem can be addressed by using voice-over to replace your voice with that of a voice artist or some of the new AI text to voice tools. We have included it the proposal as an option.

My personal view is that pwp should be encouraged to appear on these videos so that the public will become accustomed to us, how move and struggle to speak. I pointed out that in doing so they will contributing to a better understanding of PD in society and so enhance the Quality of Life of People with PD – both objectives of the Parkinson's Society.

People taking this course would still be required to know the various forms of structuring news stories, what and how to add b-roll footage, and upload it to the Society's website. Several said that now that I had explained about the voice and stuff, that might be interested in the course. In fact, if they were interested in the full MoJo for PD course, which several really were, would they have to do this course over. I said all our courses were designed to be modular, and that I would include an upgrade option at a good discount should the Society or the pwp want to get the full Mojo qualification.

The Importance of Promotion

People don't suddenly realize there is a news channel on the Society's website. It requires ongoing promotion, and ongoing promotion does not happen because you written it down as one of your objectives. You have to plan and budget for it and have somebody whose responsibility it is. Not only should you use opportunities to promote, you must lean to create opportunities. This will repay your efforts handsomely, of you create opportunities responsibly that would also be a service to the community and will be appreciated.

Because of the excellent program we have proposed, there will be a lot of human interest material to work with. Using video in this way to promote a societal goal is new to many marketers, in fact it isn't marketing at all, we will propose that we develop a promotion plan with the Society's communications person and perhaps also the webmaster.

Consistency is also very important; the Society should form a "news committee" to be on the lookout for news items. You should always aim to have at least three stories up your sleeve. It can sometimes take more time than expected to get an interview with someone.

We suggest that you allocate two people for the project, a pwp and a staff member. They will be tasked to document the experience and gather material for promotion. It is also advisable to have such a paired arrangement because with Parkinson's you never know for sure how you would feel just when you have to do the interview with the prime minister then it is good to have a standby.

The Proposal

Training for 2 people for 3months*	\$6000.00
Design of the system	\$10000.00
Develop A Promotional Plan	\$5000.00
Total	\$21000.00

* Daily 9-12

Any additional hardware, software and equipment will be the client's responsibility.

Sincerely

Heidi Mueller
Happy Monkey Designs