

**From:** [Chassy, Bruce M](#)  
**To:** [SACHS, ERIC S \(AG/1000\)](#)  
**Subject:** Re: U-Tube Videos  
**Date:** Friday, April 27, 2012 12:48:20 PM

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Eric

This should give you access to the first 6. All they need is a final credit page that thanks U of I and the Dept. of State for support. They will go up very soon.

<http://media-dev.its.illinois.edu/itsvideo/BiotechnologyH264/>

Bruce

On Apr 27, 2012, at 12:37 PM, SACHS, ERIC S (AG/1000) wrote:

Bruce – thanks. I will forward the focus group info to you by Monday. I also would like to preview the videos you have if possible. Can you make them accessible to me?

Eric

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**From:** Chassy, Bruce M [mailto:bchassy@illinois.edu]  
**Sent:** Friday, April 27, 2012 12:30 PM  
**To:** SACHS, ERIC S [AG/1000]  
**Subject:** Re: U-Tube Videos

Eric

I can certainly share the videos with you. They are, however, targeted at a non-technical audience and are designed to appear a little low budget and amateurish. They are pretty basic.

That said we intend to make more of them and invite suggestions for future topics. I am hopeful that state can fund us again. I do think their sponsorship helps as does the U of I production.

So yes, I want to see the focus group results.

As you know, I will be down there May 15-16. Is that a good time to discuss the results of the focus groups or will you just forward a report sooner?

Bruce

On Apr 27, 2012, at 10:48 AM, SACHS, ERIC S (AG/1000) wrote:

Bruce – in a completely parallel effort, Monsanto is shooting videos to reinforce the safety of GM foods in support of food/retail industry requests for Monsanto to defend the onslaught of attacks on biotech crop safety and Bt/RR sweet corn in particular. I alerted this team of your project and everyone was eager to see your work on-line.

Obviously, independent content from the U of I and supported by US Govt agencies is the preferred approach.

Our team has completed some recent focus groups with consumers. We were wondering if you would like to see the top line results and findings that may help provide guidance or approaches for additional videos. Let me know. I know the team is very supportive of your project and would like to help with information that may help your effort to be even more effective.

Eric

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**From:** Chassy, Bruce M [mailto:bchassy@illinois.edu]  
**Sent:** Tuesday, April 24, 2012 12:46 PM  
**To:** HAMMOND, BRUCE G [AG/1000]  
**Cc:** SACHS, ERIC S [AG/1000]; Wayne Parrott; Genevieve Bondy; Bartholomaeus, Andrew; Kate Walker; GLENN, KEVIN C [AG/1000]; LEMKE, SHAWNA LIN [AG/1000]; VICINI, JOHN L [AG/1000]  
**Subject:** Re: EFSA Highlights

Bruce

I think that's a great idea. They are sorely needed.

I have a small Grant from USDA and Dept. of State to make about 10 such YouTube videos. 7 are just about to go online featuring stars: Wayne Parrott, Martina McGloughlin, Rick Hellmich, and yours truly.

I think it is important that these YouTubes will come from FSHN at U of Illinois and will credit the State Dept. for support. I would like to see more of them with those credits but State's resources are limited.

I am talking to State about funding for additional videos and am also seeking other sources of support for doing more of them. I have a willing and very good video unit on campus.. V-fluence has helped us create and edit the scenarios and I have to say that without them I wouldn't have known a video from a doorknob (even though I thought I did when I started this).

It would be very useful to me to have a list of videos that all of you think would be helpful. I will put them in my proposals.

Regards

Bruce

On Apr 24, 2012, at 12:28 PM, HAMMOND, BRUCE G (AG/1000) wrote:

FYI, on the EFSA website below, they have short videos geared to the public that