

BIBLIOGRAPHY

LUGARES, ANNA FE B. APRIL 2012. Production and Evaluation of the Northern Philippine Root Crops Research and Training Center Promotional Video. Benguet State University, La Trinidad, Benguet.

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ABSTRACT

The study was conducted to produce and evaluate a video as promotional material for the Northern Philippine Root Crop Research and Training Center. Specifically, the study aimed to determine socio-demographic profile of the respondents; produce a promotional video; determine the ratings of the respondents towards the promotional video in terms of video quality, audio quality, content and typography; determine the comprehensibility of the promotional video; determine the perceived importance of the promotional video according to the respondents; and determine the suggestions of the respondents to improve the promotional video.

There were 50 respondents and were randomly selected from the farmers of the different parts of Northern Luzon and some students from the different schools in La Trinidad, Benguet. The study was conducted on December 2011 to February 2012.

The produced video has a running time of five minutes and forty seconds. It shows the brief history of the center, VMGO, programs, projects and activities, organizational structure, awards and recognitions, functions, and the technical services offered by the center.



Results showed that rating of the produced promotional video is good in terms of its video quality, audio quality, content and typography.

Suggestions that were gathered to improve the produced promotional video is to improve clarity, stability and slow the pacing of some pictures use voice variety and intensify the narration to stress important points, add some examples on the content particularly on the technical services and add some effects and transitions.

The study recommends a promotional video to be produced by research and training centers to inform the public about their mandates and services, evaluation of promotional video by the people who have minimal idea about an organization and impact evaluation of the promotional video by other researchers.



RESULTS AND DISCUSSION

Socio-demographic Profile of the Respondents

Table 2 shows the characteristics of the 50 purposively chosen respondents based on their profile in terms of their age, sex, civil status, educational attainment and occupation.

Out of 50 respondents, 78% of them belonged to age bracket 15-22, 14% belonged to 23-30 and 8% belonged to 31-38. Most of them were female with 64%, single with a total of 90%.

For the educational attainment, most of them were on the college level (74%). This implies that they are literate enough to understand and read English language. In terms of occupation, most of them were students (70%) and the rest were farmers, government employees and housekeepers.

There were more than half of them who came from the different municipalities of Benguet and the rest were from the different parts of Northern Luzon.

Production of the Promotional Video

The production process followed the usual structure of producing information materials. Since there is already a leaflet about NPRCRTC, the researcher used this as basis in coming up with the script. Additional information were supplied by the NPRCRTC staff.

When the prototype of the promotional video was produced, a pre-testing was done with the ten staff of the Center.



A pre-testing is needed for the material to be improved incorporating the suggestions on its evaluation. This corroborates to the study of Bassete (2004) as cited by Sidchogan (2011) that

Table 2. Socio-demographic profile of the respondents

CHARACTERISTICS		FREQUENCY (n=50)	PERCENTAGE
Age	15-22	39	78
	23-30	7	14
	31-38	4	8
TOTAL		50	100
Sex	Male	18	36
	Female	32	64
TOTAL		50	100
Civil Status	Single	45	90
	Married	5	10
TOTAL		50	100
Educational Attainment	Elementary Graduate	0	0
	High School Graduate	1	2
	College Graduate	12	24
	College Level		
	1 st	6	12
	2 nd	30	60
	3 rd	1	2
	4 th	0	0
TOTAL		50	100
Occupation	Student	35	70
	Farmer	5	10
	Housekeeper	2	4
	Government Employee	8	16
TOTAL		50	100



before finalizing any communication material, it is important to conduct pre-testing to improve the material. The pre-test results are shown below.

Video Quality. When it comes to the video quality, they suggested that some unclear video footage should be re-shot. They further suggested that some pictures, especially those old pictures, should be enhanced so that these will convey clear information.

Audio Quality. In terms of audio quality, they suggested that the narrator's voice should be enhanced because it appeared to be monotonous, and important words were not emphasized. The background music should also be changed into a livelier, more upbeat one. The omission of sound effects was also suggested.

Content. For the content, they suggested that the sequence of the video footages and pictures should follow how information was arranged in the leaflet. The addition of the awards and recognitions, and organizational chart of the center was also suggested. The addition of pictures of the five technical sections of the center and the Benguet State University were also suggested. They also suggested put more video footages/pictures showing the activities of each section.

Typography. For the typography, they suggested to lessen the effects and animations to make the material simpler or formal.

The produced promotional video has a running time of five minutes and forty seconds. The contents of the promotional video were the brief history of the center, vision, mission, goals and objectives, functions, current organizational chart, programs, projects and activities of the center and the technical services they offer.

Photos and videos were taken by the researcher to be used in order to supplement the narration of the promotional video. Male voice was chosen for the narration. The font



style of the subtitles of the video is Arial with varying sizes. Appendix D shows the script of the promotional video.

Ratings of the Respondents on the Promotional Video

Tables 4,5,6,7 and 8 show the ratings of the respondents on the promotional video for NPRCRTC. The elements that were considered in evaluating the promotional video were video quality, audio quality (narration and background music), content and typography.

Video Quality

Table 3 presents the respondents' rating on the criteria of video quality. There were four (4) criteria used in evaluating the video quality. These were clarity, creativity, stability and composition.

Clarity. In this criterion, the clarity of video clips or pictures were what the respondents evaluated. The highest rating generated in this area is “very good” with a percentage of forty six percent (46%).

Almost half of the respondents claimed that the pictures and video footages were clear and detailed enough. However, one respondent suggested to the make the other pictures on some slides clearer. This relates to the study of Egsan (2009) that elements of photographs must not be complicated for the viewers not to be confused on what information it would like to show.

Creativity. This is another important part of a video element that must be observed since pictures and video footages show what a narration tells. This relates to the study of



Michaels (2008) as cited by Egsan (2009) that the more creative or rich the idea of pictures and video shown to your viewers are, the more convincing and attractive then it becomes.

Table 3. Respondents' rating on video quality

CRITERIA	RATING (in %)				Total
	Excellent	Very Good	Good	Fair	
Clarity	18	46	26	10	100
Creativity	16	48	32	4	100
Stability	18	42	34	6	100
Composition	22	48	28	2	100

All in all, in this criterion, 48% of the respondents rated it “very good” and only 4% rated it “fair”. Such imply that resourcefulness and imagination were used in shooting the video footages and pictures.

Stability. Based on the results, 42% rated it “very good” while 32% rated it good. These imply that the pictures and video footages were steady, thus not irritating the eyes of the viewers. This corroborates the study of Sherwood (2011) that if video clips are shaky it will result to significantly lower production quality than stabilized footage and audience would be upset.

Composition. For this criterion, 48% of the respondents rated it “very good”, while 28% rated it “good”. Such imply that pictures were composed of different information regarding the promotion of the different services and programs of the center. This relates



to the study of Mannheim (2004) as cited by Dango (2009) that photographs should have different compositions and be well organized so that it would contribute to your message.

Also, such imply that almost half of the respondents were satisfied with how the videos were arranged in a logical order. The pictures and video footages helped them analyze and understand more the message depicted in the promotional video. This corroborates the statements of Peake and Petersen (1989) that visuals should contain more messages that when the viewers emphasized about its different specific idea would easily absorb the idea contained therein quickly.

In general, the video was pleasant because the videos and pictures shown in the material strengthened the text and narrative description of NPRCRTC.

Audio Quality

Audio quality is the degree of accuracy with which a device records and produces the original sound waves recorded. For this study, the background music and voice over/narration were subjected to evaluation. There were six (6) criteria evaluated by the respondents under these two aspects of audio quality.

Background music. This is one video element that gives life to a video. It sometimes

Table 4. Respondents' ratings on the background music

CRITERIA	RATING (in %)				Total
	Excellent	Very Good	Good	Fair	
Appropriateness	20	50	24	6	100
Volume	28	40	30	2	100
Clarity	14	62	22	2	100
Timing	24	50	18	8	100



affects the disposition of the potential consumer of a product or service. It also influences the consumers when the appeal is emotional or simple Seidman (1981) as cited by Francisco (2010). This criterion was evaluated in terms of appropriateness, volume, clarity, and timing.

In terms of appropriateness of background music, fifty percent (50%) of the respondents rated it “very good” and 20% rated it “excellent”. The findings imply that the upbeat instrumental background music is fitting for half of the respondents.

The results support the study of Feller (1992) as cited by Caligtan (2008) that music and sound effects should contribute to the meaning and message of the video.

In terms of the volume of background music, 40% of the respondents rated it “very good” and twenty eight percent (28%) rated it “good”. According to some respondents, the background music is good enough and did not clash with the narration.

However, some respondents suggested making the volume of background music stable to satisfy the viewer’s emotion upon viewing it. This relates to the study of Kellaris, Anthony and Cox (1993) that background music contributes to the emotional feelings of the viewers, it is also important to consider music’s impact on message reception and processing.

The clarity of the background music received the highest percentage rating of 62%, which is “very good”. This implies that more than half of the respondents perceived that the background music was clear and crisp. A respondent said that when she was watching the video, she was entertained by the background music of the video because it was clear.



In terms of timing, half (50%) of the respondents rated the timing of the background music “very good”, 20% rated it excellent and 18% rated it “good”. Such imply that the coordination of the background music in the promotional video

Voice over/Narration. This aspect was evaluated in terms of appropriateness, volume, clarity, message delivery and pitch.

In terms of appropriateness, 42% of the respondents rated the voices of the narrators “very good” and 24% rated it “excellent”. The results imply that the voices were appropriate to such material. One respondent said that the narrators’ voices were credible enough to support the overall message of the material.

This corroborates with the study of Levison (1996) that narration helps in assimilating information of an audio visual material.

Table 5. Respondents’ ratings on the voice over or narration

CRITERIA	RATING (in %)				Total
	Excellent	Very Good	Good	Fair	
Appropriateness	18	42	36	4	100
Volume of Voice	24	40	30	6	100
Clarity of Voice	22	42	30	6	100
Message Delivery	26	48	22	4	100
Pitch	22	42	32	4	100
Timing	22	48	26	4	100



However, one respondent commented that the voices were monotonous.

When it comes to the volume of the voice, 40% of the respondents rated it “very good”, while 30% rated it “good”. These imply that the loudness of the narration is just suitable for the respondents to hear it clearly.

One of the respondents also pointed out that the narrators’ voices stressed important points that resulted to good quality. This is related to the study of Minnick (1989) as cited by Francisco (2010) that voice quality should modulate with the script and be enthusiastic. She also added that variety in narration is achieved of one voice if one voice introduces and summarizes the program and a different voice explains the content of the module.

For the clarity of the narration, 42% of the respondents rated this as “very good” and twenty two percent (22%) rated it “good”. However, one of the respondents suggested that the narrators should improve their diction and pronounce words properly. This relates to the study of Harrington (1999) that coaching or making slight adjustments to pacing and intonation of your voice talent is an important way on how you specifically want the narration to be read so that the narration will sound more convincing and sincere, and the audience will pay closer attention.

In terms of message delivery, 48% of the respondents rated it “very good”. However, one respondent commented that the delivery of the male narrator is too fast. Other respondents also similarly commented that due to the fast delivery of message, they got confused in some parts of the video.

For the pitch, 42% rated it “very good” and 32% rated it “good”. These imply that improvements on the pitch of narration must be considered. This agrees with the comment of one of the respondent that the narrator’s voice was not stable in terms of pitch. She



elaborated by saying that “*yung sound waves ay lumalakas at humihina, may time na stable, may time na hindi*, (The sound waves go high and low and there is no stability of pitch).

In terms of timing, 48% of the respondents rated it very good. Some respondents said that is the narrators’ voices matched the captions and pictures in the promotional video.

One respondent, Lovely May Cortez said that “*okay lang yung timing kasi yung narration ay sumasabay sa pag appear ng graphics sa video*” (The timing is okay because the narration goes along with the appearance of the graphics on the video). This relates to the study of Harrington (1999) that good pacing is a balancing act between narration and visuals that is why it is important to get accurate time estimates by actually saying the words, rather than reading them.

Content

Table 6 shows the rating of the respondents on the content of the material. It was evaluated in terms of comprehensibility and conciseness, organization, significance and clarity in purpose.

Comprehensibility and conciseness. Fifty-four percent (54%) rated the content “very good” and 28% rated it “excellent”. One respondent stated that “I have learned their functions, programs and services, also, the products and technical sections of the center; they contribute much to the root crop industry and I know that it helps in the improvement of productivity and utilization of root crops.



Table 6. Respondents' ratings on the content

CRITERIA	RATING (in %)				Total
	Excellent	Very Good	Good	Fair	
Comprehensibility and Conciseness	28	54	14	4	100
Organization	28	52	26	4	100
Significance	30	48	22	0	100
Clarity of purpose	30	50	18	2	100

Another also said that “ I’ve known that root crops has lots of benefits and task to our root crop industry in the side of agriculture, it could also contribute much to healthy products from root crops and because it is very organic.”

Organization. More than half of the respondents (52%) rated the organization of the content “very good” and four percent (4%) rated it “fair”. After the pre-test of the promotional video, the staff of the center advised the researcher to follow the format of the brochure like for example placing the VMGO of the center in the first part because this is the common format people would want to know and in this way it will be organized.

Significance. In this criterion, forty eight percent (48%) rated it “good” and thirty percent (30%) rated it “excellent”. This implies that the significance of the promotional video is that it helped the viewers’ learn about the functions of root crops.

This strengthens the comment of Greffin Blake, a second year student of Benguet State University who said that “ *Nalaman ko na kung anong ginagawa nila sa center na yun, kasi palagi kong nakikita and building na ito pero hindi ko alam kung ano ang meron doon.* ” (I have learned what they are doing in that center, because I always see this building but I do not know what is all about it).



Clarity of purpose. In this criterion, fifty percent (50%) rated it “good” and thirty percent rated it “excellent” (30%). The purpose of the researcher was to introduce and promote the Northern Philippine Root Crops Research to the audiences who have no knowledge about it. It helped them know about its functions in the root crop industry.

This correlates to the comment of one of the respondents almost all of the respondents Mr. Janilo Baiwes, that the content of the video is well knowledgeable and just to add some examples on the technical sections offered by the center. He also added that the content is good, simple and brief and they learned about what the center is tasked to in the root crop industry.

Typography

Typography (Table 7) is the arrangement and appearance of printed matter. This usually includes the appropriateness of font style, font size, font color, subtitles and captions, also, the video effects and transitions.

There were three (3) criteria that were rated in this aspect.

Table 7. Respondents’ ratings on the typography

CRITERIA	RATING (in %)				Total
	Excellent	Very Good	Good	Fair	
Appropriateness of Font Style and Size	32	48	20	0	100
Clear Subtitles & Captions	36	40	22	2	100
Appropriate Effects & Animations	26	42	30	2	100



Appropriateness of Font Style and Size. Forty eight percent (48%) of the respondents rated it “good” and thirty two percent (32%) rated it “excellent”.

The Font style and size used in the subtitles, titles and captions of the promotional video was Arial with a size of 24 and 40 on the title.

Based on the evaluation of the respondents, one of them said that it is readable and big enough that it contrasted with its background and supported the narration of the promotional video. This supports the study of Nocera (2010) that text adds explanations if the concept needs reiteration or clarification, but try to keep it simple.

Clear subtitles and captions. This was rated “very good” with a percentage of forty percent (40%) and these were effective in a way that it met its simplicity in order for the audience to read and understand the message clearly. This strengthens the study of Francisco (2010) as cited by Jonassen (1992) that a text is a medium of communication that at its simplest, it is processed by which an author communicates a message to a reader

Appropriate effects and animations. Although the rating was “very good” with forty two percent (42%), some of the respondents suggested to add some effects and transitions of the pictures to make the promotional attractive. The video only used several effects in order to meet the simplicity style of the promotional video.

Overall Rating of the Promotional Video

Table 8 shows the overall rating of the promotional video. The mean for each criterion were taken. Mean of 1 to 1.99 is equivalent to P (Poor), 2 to 2.99 is equivalent to F (Fair), mean of 3 to 3.99 is equivalent to G (Good), mean of 4 to 4.99 is equivalent to VG (Very good), and mean of 5 to 5.99 is equivalent to E (Excellent).



The result of the overall rating of the promotional video was good with a mean of 3.89. Content has the highest rate of 4.09 which was very good and voice over or narration had the least with a mean of 3.72 which was good.

Based on the results, each criterion on each of the elements needs to be improved especially on the slowing down of the pacing of the transition, varying voices and stressing important points in the audio quality and putting some examples on the content in order to meet the satisfaction of the audience.

Table 8. Overall rating of the produce promotional video

	TOTAL RATING	OVER ALL	DESCRIPTIVE RATING
Video quality and pictures	3.77		Good
Background music	3.85		Good
Voice over or narration	3.72		Good
Content	4.09		Very good
Typography	4.03		Very good
TOTAL	3.89		GOOD

Respondents' Perceived Importance on the Promotional Video of the Center

A promotional video is the easy way of introducing a certain product, institution or in any services is publicized. It is a powerful promotional tool. It has a multitude of applications, and is a must of increasing awareness; promote a product, a service, or a company itself (DASHBOARD, 2005).



The respondents in the study provided varying responses after viewing the produced promotional video.

One of the respondents said that, “as we are considered to be an agricultural country, the video helps the viewers to understand the utilization process and methods in managing root crops and it served as an eye opener to some of the students and farmers who do not have knowledge about the activities of the center. It summarized here that promotional video raised the profile of the center to its audience and increased customers knowledge about the center.

Another respondent said that, “it promotes the center and the activities that they are doing”. This relates to the statement of Selic (2010) that a promotional video should be the engaging experience drawing viewers in and it can help you build client loyalty, promote your message, clearly communicate to customers and society at large.

Almost half of the respondents also said that the promotional video helped the center to advertise its products, activities and services by attracting people or buyers. According to one of the respondents, one advantage of the promotional video is that it is the best visual aid for the center to promote products that are being produced. This relates to another comment of one of the respondent that “it is an easy way to impart information about the center to the people.

John Martin Castor, one of the respondents, said that “*makakatulong ito sa reporter or staff ng center na mamaximize ang time sa pagbabahagi ng information tungkol dito*”. (This can help the reporter or staff of the center to maximize time in sharing the information about the center”. This relates to the study of Schimpff (2011) that a short video of only a



minute or two in length can sum up everything you would want to a potential client or customer to know about your company.

Another respondent also related that “*malaking tulong ito sa mga visitors, researchers, and other people to visualize kung ano ang mga dapat malaman sa center, malaking tulong para makuha agad ang idea na gustong ipahatid o ibahagi ng center or researcher*”. (It is a big help for the visitors, researchers and other people to visualize if what is to be earned about the center, it is also a big help to easily clutch the idea that the researcher or the center wanted to share).

Based on the overall summary of the evaluation of the fifty respondents, the importance therefore of the produced promotional video is that it motivates, promotes, introduce and educate viewers and or consumers about its particular product, services and activities done by the center in the root crop industry.

Respondents’ Suggestions to Improve the Promotional Video

Suggestions were solicited by the researcher for the improvement of the promotional video.

In terms of video quality, the main comment of the respondents was the fast transition of the pictures, and they suggested to slow its pace in order for them to absorb the message of the picture, also, improvements of the clarity and stability were raised in order to meet the audience’ preferences. This corroborates the findings of Feazel (n.d.) that the conservative movements of images run smoothly to audience or viewer’s eye, in that way, they absorb the message easily.



In terms of audio quality, there were two elements that were rated by the respondents.

On the background music, some of the respondents suggested to lower its volume and to improve its timing to match with the narration and the pictures of the promotional video. This relates to the study of Tabing and Osalla (2001) that using techniques in fading in and out and sneaking in and out of music will improve the use timing and accuracy of background music.

When it comes to narration, they suggested to use voice variation and to intensify voices to stress important points. Also, they suggested improving the volume of voice to match each variation of voice. This corroborates the study of Tabing and Osalla (2001) that a good narrator can improve his performance by varying his tone and pitch. The moving of voice pitch from low to high or vice versa will better convey to color and emotion, thus, he must have the ability of demonstrating good speech, correct grammar and correct pronunciation.

In terms of content, they added that there should be a ‘convincing’ element to persuade the viewers in availing of their services. To achieve this, some suggested adding more video footage or pictures on the services of the center. This corroborates to the study of Selic (2010) that even many people prefer to watch a video than read. Although the written word can be highly effective; image, speech and even the captions utilized together can impact on the viewer more dramatically than the written word alone.

When it comes to typography, the main suggestion was to add more effects and transitions for the video to become more creative and pleasing to the eye of the audience. Special effects and Transitions are used for making a point, and should blend in with the



main theme of the video. It helps viewers see the unseen, visualize the invisible, hide the overpowering, and focus on the little object no one ever bothered about. However, it is important to add special effects and transitions only when they are of value to your project

Deskshare (n.d.)



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study aimed to produce and evaluate a promotional material of the Northern Philippine Root Crops Research and Training Center. Specific objectives of this study are to: to produce and evaluate a promotional video of the Northern Philippine Root Crops Research and Training Center. Specifically, it aimed to: determine socio-demographic profile of the respondents; produce a promotional video; determine the ratings of the respondents towards the promotional video in terms of video quality, audio quality, content and typography; determine the perceived importance of the promotional video according to the respondents; and determine the suggestions of the respondents to improve the promotional video.

There were 50 respondents of the study for the evaluation of the produced promotional video. Respondents were students, government employees, farmers, and housekeepers.

The study was conducted in Northern Philippine Root Crops Research and Training Center, Km 6, La Trinidad, Benguet. Data were analyzed using descriptive statistics such as percentage, frequency, ranking and mean.

The produced video has a running time of five minutes and forty seconds. It shows the brief history of the center, VMGO, programs, projects and activities, organizational structure, awards and recognitions, functions, and the technical services offered by the center.



Results showed that rating of the produced promotional video is good in terms of its video quality, audio quality, content and typography. The produced promotional video could be understood by those who accomplished their secondary level of education.

Suggestions that were gathered to improve the produced promotional video is to improve clarity, stability and slow the pacing of some pictures use voice variety and intensify the narration to stress important points, add some examples on the content particularly on the technical services and add some effects and transitions.

Conclusions

Based on the results, the following conclusions were derived:

1. The study reiterates that the production of information material is important in promoting the services and mandates of a research and training center;
2. Pre-test by experts and post-evaluation by representatives of the target audience increased the effectiveness of the promotional video.
3. The promotional video, known by its capability to put across a message with the combination of audio and visual media, was effective in promoting NPRCRTC's services and mandates;

Recommendations

1. Production of information materials may be considered by other research and training centers to inform the public about their services and mandates.



2. Evaluation of promotional video may be done by people who have minimal idea about an organization.

3. Promotional video, although limited by its length, is recommended to be produced by research and training centers to inform the public about their mandates and services.

4. Impact evaluation of the promotional video may be considered by other researchers.



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