

IDDE, a grate concern for Public Outreach

Digital video for the Internet

Overview

One way to effectively reach out to the public with a message about Illicit Discharge Detection & Elimination for stormwater pollution protection is through the internet or an intranet. The IDDE Public Outreach package contains a collection of video files in a variety of formats that can be used to deliver the program to internet viewers. A municipality might have or might add a page to its website informing the public about Illicit Discharge Detection & Elimination. That page could include the option to click a link to play the video, "IDDE, a grate concern."

To assist in adding video play to the municipality's website, the IDDEPO package includes a sample web player along with video files in several formats. This player can be used as is or edited and customized to fit into the website. The player relies on HTML5 video capabilities with Flash fallback to make it compatible with a wide variety of browsers in computers, smart phones and tablets.

In addition, when the player finishes playing a video, it advances to another web page that might be used to display a follow-up message, a call-to-action or contact information. The IDDEPO package includes samples of such a page, in English and Spanish. Of course, you will want to edit these pages or replace them with information for your municipality.

This document describes how to use the player as is. Editing the player HTML or using the code from it to author a custom web page should be very straightforward for a web developer.

Using the player

There are really only two steps required to make the videos available to viewers – upload the files to a web server and distribute links.

Before beginning it might be useful to have a look at the player in action. You can run the player right from the Disc 4. Let's say the DVD drive in your computer is named D:. With the distribution Disc 4 in the drive, open your browser. Type or copy and paste 'D:\IDDEPO_WebPlay\IDDEmenuhtm.htm' into the address field. If your DVD drive is not named D:, adjust accordingly. This opens a menu listing the 5 versions, English and Spanish, of the IDDEPO program. Click one of the videos to play it. When the video reaches the end, you will see the contact info page. Click the browser BACK button twice to return to the menu page and try another.

Upload

To make the player accessible to multiple users, it must reside on a web server. Probably you'll need to ask your webmaster or an IT person to upload it. The folder to upload is named 'IDDEPO_WebPlay.'

Links

With the folder uploaded, you simply need to make hyperlinks available to your viewers. You could put links into an existing web page or email links in a newsletter. If your webmaster or IT person uploaded the folder, you may need help to construct the links.

The first part of the URL for the hyperlink specifies the web server and the location of the uploaded folder, 'IDDEPO_WebPlay,' plus the name of the player file 'IDDEplay.htm.' This might look like this:

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http://municipality.com/subfolder/.../IDDEPO_WebPlay/IDDEplay.htm ...

In order to tell the player which video to play, add two arguments to the URL, one for the version/length and one for the language. A complete URL might look like this:

http://municipality.com/subfolder/.../IDDEPO_WebPlay/IDDEplay.htm?videoID=x&lang=y

Notice the end of the URL is `?videoID=x&lang=y`. Substitute values for `x` and `y` from the following tables.

x	Version by length
1	10.5 minutes (13 minutes for Spanish)
2	5.5 minutes (6 minutes for Spanish)
3	2 minutes (2.5 minutes for Spanish)
4	1 minute (1 minute for Spanish)
5	30 second (30 seconds for Spanish)

y	Language
0	English
1	Spanish

For example, the URL for the English 2 minute version would be:

http://municipality.com/subfolder/.../IDDEPO_WebPlay/IDDEplay.htm?videoID=3&lang=0

Or, the URL for the Spanish 6 minute version would be:

http://municipality.com/subfolder/.../IDDEPO_WebPlay/IDDEplay.htm?videoID=2&lang=1

The web page with the menu, 'IDDEmenuhtm.htm,' referred to above, includes links to each of the possible versions. You can open that file in an HTML editor or a text editor to see examples of the links as used in HTML.

!! If you use the player as is, remember to edit or replace the two contact info pages.