

POLITICAL

VIDEO Production

For Campaign Managers

The horse... before the cart

- Write the script and review it with the production company - it's the foundation for everything that follows.
- Discuss the creative approach that will communicate the message you wrote.
- Develop the production plan that leads to the creative result you want.
- Develop the budget required to execute the production plan.
- Schedule and execute the production.
- Edit the video.
- Produce the final media.
- Execute the distribution plan.

Time is of the essence

Write a production schedule for the above steps, and live it. Eleventh hour production undermines your candidates potential.



The other half of Ars Oratoria

Ars Oratoria is the Latin source of the term "public speaking".

It's a commonly known fact that more than half of the message is conveyed by body language, and your writer doesn't write that. Is the Candidates Ars Oratoria of the body in sync with the script?

Find out with an on-camera rehearsal and professional speech coach, prior to recording the public message. Seeing is believing.

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Gun'n run vs. studio production

Videographers capture the news as it happens - it's unpredictable. They travel lite so they can shoot and move quickly, and it's apparent in the video quality, and missed opportunity.

Quality productions are engineered by staging a select environment. Equipment is chosen to achieve specific creative results. Light, sound and the crew are ready before the prescribed action starts. The results achieved are worth the added time and cost. Careful planing ensures effective use of funds, and finishing on budget.

Economy of scale and pooled resources

Location production rates are based on an 8/10 hour day. Get more out of your investment by shooting multiple communications in one day, or cost-share a production day with other candidates.

If multiple candidates are involved, pool your resources and invest in a formal studio with multiple cameras, teleprompter, client monitors, makeup artist, etc.

Producing multiple messages (videos) in one day can lead to reduced editing costs based on volume.



Write right, & cut at the right time

A one-minute video requires a one-minute script. A one-minute script equals 120 words. Write the way you speak. Use short sentences and simple language. Cut before you record.

The candidate should be able speak in paragraphs and not rely on the editing room to fix a bad performance. Excessive editing fragments the message. This is not a teleprompter exercise, it is a performance of character.

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B-roll - what is it, is it necessary?

There is a rule of thumb that the visual (video) change every 5-7 seconds to keep the audience engaged. Live news will use multiple cameras, live feeds and prerecorded material to achieve visual interest.

B-roll is prerecorded video that supports the main story, but is not the main story. If education is a talking point, video of the candidate chatting with students adds credibility. Think about the schedule for B-roll after the talking points are drafted. B-roll often takes time to organize.

Once the script is written, talk about how the creative use of B-roll can add power to various parts of the message. Remember - powerful Ars Oratoria will stand on it's own.

Clients, directors and editors

Communications officers attend productions to ensure an accurate recording of the script. Re-shooting errors on a second day can cost as much as the first. The production company will direct studio activity, in harmony with the communications officer and candidate.

You need not attend editing. Your script is our storyboard and we will edit the first draft accordingly. A second and perhaps a third edit will ensure effective results.



Wing it... and nail it?

Mastery of the words will show in the Candidate's body language and contribute to believability, and overall impact.

The speech writer writes it but the Candidate has to say it. Sign off and lock the script several days before recording. Rehearse the script until it feels right.

A teleprompter is no substitute for practice, and it won't fix a bad script. Rewriting the script on set will undermine your Candidate's success.

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SAMPLE PACKAGES

1-Camera & videographer

Starting at
\$000

One videographer with one camera and a microphone will chase the action. This is suitable for scrums, stand-up interviews, following the candidate through events, and some b-roll. This is basic recording.

2-Cameras, one location

Starting at
\$0,000

This includes videographers (2) with cameras (2), tripods, microphones (2), lights (3) and a backdrop (1). This offers some control over the environment. It can be set up in a wide range of locations for recording scripted messaging, longer interviews and multiple testimonials.

Studio recording

Starting at
\$0,000

Sometimes it makes sense for you to go where the equipment is. The HVAC, phones, windows, lights and furniture in your office can interfere with the business of videography. We can do things in studio that you can't do at your office, and the results are worth it.

Full commercial service

Starting at
Call

Move beyond the scripted speech into the world of high impact visual communication. You decide what needs to be said, and we'll help you find creative ways of saying it, with video. This might involve studio work and or the editing process.

About Production Costs

When we know all the components that have to be produced, we can cast a firm budget. We have worked with budgets ranging from \$1,000 to \$45,000 and can tailor our packages to your needs.

PRODUCTION COSTS are impacted by equipment, crew, transportation, insurance, location and scheduling. Adding a teleprompter for example, can add upwards of \$600 to your budget.

EDITING COSTS are effected by graphics, 3rd party media, the number of clips involved, accuracy of script, and how many edits and edit-cycles we have to work through.

When you set aside the video budget, make sure you include both production and editing costs.

All prices are subject to change until a quote is issued.