



Production Tips to Consider

Video production requires planning and should yield an outcome.

- What is your goal with this video?
- What is your call to action?
- How do you want people to feel after watching your video?
- How can you get the most use out of this video for years to come?

Videos can reach a wide audience and can live infinitely.

- Make sure you are identifying diverse interview subjects who can provide balanced and factual information.

Less is more!

- The more people talk without providing short, clear statements, the longer your video will take to create.
- Remember that few people are going to sit through a 5 minute video online or anywhere else unless they are in a theater with popcorn. Keep it short and sweet!

Time management is key!

- You may not see the time it takes us to review footage and interviews, identify appropriate clips, ingest files , and finalize assets, but these are all aspects of production. They take time, much of which is often out of our control. _Thank you in advance for your patience!

Location. Location. Location.

- There are many aspects that can affect the quality of video that is produced. We don't expect you to know this but we ask you to be flexible and consider locations where:
 - There is enough light, but not too much!
 - The interview space is comfortable and interference from construction, traffic and a spaces' acoustics are taken into consideration.