



PRODUCTION OUTLINE

ASEA Chapters are invited to provide audio and video of members to be featured in videos as part of an in-house “Never Quit” public relations campaign. Videos will be published via YouTube and appear on the Union website and Facebook page.

The videos will include candid and scripted moments with union members which will be edited to fit a template for time, content, and message. Technical requirements will not exceed what a typical cell phone can capture.

A SUCCESSFUL PROJECT

Each chapter will assign one person to be a point of contact for communicating with ASEA staff. A chapter submission will likely take an organized team of at least three people, including the featured ASEA member, to ensure effective audio/video recording and efficient direction/notetaking.

To streamline your video and audio capture—and to ensure key elements exist for producing coherent and compelling campaign content—the checklists should be followed.

Chapter checklist for photography and audio capture:

- 1) **4 shots** (0:30 each) of atmosphere related to the member’s work duties.
 - a. Setting(s) where work is performed or conducted by member.
 - i. Get permission, if required or recommended.
 - ii. Remember, this is atmosphere. This can be fingers typing, hands sifting through fish scales, a face looking back through tempered glass, a figure opening a door. Your chance to be creative.
 - iii. Avoid photographing anything confidential, personal, or controversial.
 - b. Ideally camera will be steady or pan slowly with subject in frame.
 - c. Fill the frame.
- 2) **2 shots** (0:30 each) of member closely cropped while describing the work he/she does.
- 3) **Audio capture** (or running footage) of member going over the Never Quit Interview Script.
 - a. There should be an indication of audio levels.
 - b. Avoid distortion from too much signal.
- 4) The Never Quit Checklist for Video & Audio must be returned with notes from the shoot.
- 5) Release Form(s) must be returned from the shoot.
- 6) Never Quit/PAC forms must be returned from the shoot.

TECHNICAL NOTES

- Typical cell phone can capture video at 1080p at 30fps. This is the project specification. Please confirm your video recording device is capable of and set to this resolution.
 - For Apple devices: *Settings->Photos & Camera->Camera/Record Video*
 - For Android devices: *Camera App->Settings Icon->Video Size*
- Limiting video to 0:30 clips makes sharing the files manageable.
- An online form is available for simple transmission of files up to 32mb in size.

[ASEA Never Quit Videos—A chapter-driven, staff-produced public relations campaign](#)