



SUMMARY

The ASEA Executive Board approved an in-house public relations campaign of video vignettes built around a new “Never Quit” brand and modeled after videos produced by AFSCME International as part of its own “Never Quit” outreach. Videos will be published via YouTube and appear on the Union website and Facebook page.

Learn more about the AFSCME “Never Quit” campaign here: <http://neverquit.afscme.org/>

See the ASEA “Never Quit” proposal to the State Executive board here: <https://prezi.com/8icf9dpokrhv>

ASEA Chapters have an important role in the success of this public relations campaign by coordinating member volunteers for production aid and on-camera talent. The videos will include candid and scripted moments with 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.

CAMPAIGN GOALS

The ASEA “Never Quit” campaign is intended to improve general understanding and appreciation for public employees represented by ASEA through a series of brief and engaging videos. This spotlight on ASEA members will also serve as a vehicle for promoting the branding message that ASEA members “Never Quit.” This is grassroots marketing, pure and simple.

- ASEA is under no obligation to use any submission, and reserves the right to edit and modify submitted material.

MECHANICS/PRODUCTION

Chapters will provide audio and video recordings as itemized on checklists provided. Candid audio during video shoots is welcome and encouraged. Audio recordings (or video with audio) for the Interview Script should follow prepared material as closely as possible.

A checklist for video footage and audio testimony is provided. These steps will ensure consistency between videos. Chapter submissions will be reviewed and edited by ASEA staff for online publication and promotion beginning November 2016.

A chapter’s “Never Quit” submission will require a point of contact and an organized team of at least three people, including the featured ASEA member, to ensure effective audio/video recording and efficient direction/notetaking.

The complete and detailed packet for ASEA chapters includes these documents:

- NEVER QUIT/PAC CARDS
- RELEASE FORM
- INTERVIEW SCRIPT
- PRODUCTION OUTLINE
- CHECKLIST FOR VIDEO & AUDIO

ASEA Never Quit Videos—A chapter-driven, staff-produced public relations campaign



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