

The Video Production Plan example below can be used as a general guide.

VIDEO PRODUCTION PLAN OUTLINE.

Working Title

Just a few descriptive words, a more creative title can come later.

Point of Contact (POC)

The decisions that go into making a video are often very subjective. The POC may need organizational input and approval from a board or group but the POC will be the main person that communicates with the Producer (If you are working with the conference office this will be Matt Brodie). The POC and the Producer will work as a team to incorporate the best of many ideas into a final product. Be sure the POC has the authority to approve content, scripts, budget, and others production issues.

Objective

Why do you need it? What will it accomplish?

EXAMPLE: The video will be used as an outreach tool to promote the water needs of the people of The Old Mutare Mission in Zimbabwe..

Message

It's best to hold the message down to about three main points or less.

EXAMPLE: The videos will show and tell the congregations about the quality of water, need for clean water and what we can do to help provide them with clean drinking water..

Audience

Who is the target audience? What age, group, organization, etc?

EXAMPLE: The primary audience will be Church Lay Leaders and Pastors.

Length

Most informational videos are about 10 minutes, rarely more than 15 minutes.

Viewing Conditions

Will it be used in classrooms, on a large screen, during worship, on the Internet? This information is essential to determining the kind of video format that best suits your needs.

EXAMPLE: This video will be shown in District training events on a large projector screen.

Distribution

How many copies, what format, who will get them and who will deliver them? We can help you with this one. We have contractors that can handle the shipping. All you need is a mailing list.

EXAMPLE: 1000 DVDs will be handed out to each Pastor during monthly district meetings.

Treatment or Approach

How do you want to go about telling this story? This is a creative decision that you may want to discuss in detail with the video producer.

EXAMPLE: The Video will be produced in the documentary style. It will feature Pastors and Lay people telling the story of there church.

Content Suggestions

It's like a shopping list of key facts, events, ideas or production elements that may be a part of the video. You may want to brainstorm with others and talk to the producer to get more ideas.

Budget

A cost estimate can be obtained by talking to Matt Brodie – mbrodie@umcsc.org. Your estimate will need a production plan or statement of work before he can determine the cost.