



# THINK SPEAK ACT, LLC

*media production services*

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## Media Production Planning Guide

By Tanya Spann Roche, ©2005 Think Speak Act, LLC

This guide is intended as a planning tool for potential customers. Unauthorized print, aural, visual, and/or electronic publication, duplication, and/or distribution is prohibited.

In order to better serve you, we would like to provide you with this "Media Production Planning Guide." We have tried to think of all of the possible situations and needs that you may have, and hopefully this guide will assist you in your preparations. If you have any questions or would like any additional information, please don't hesitate to contact us at 301-937-3111 or info@thinkspeakact.com.

After completing this guide, you can e-mail it to us at info@thinkspeakact.com for a cost estimate, or you can print it out and fax it to us at 301-937-4112. The more information that you provide, the better we will be able to assist you.

### *Things to keep in mind for videotaping at locations*

- Time required to set up equipment (usually 1 - 2 hours) and to break down equipment (roughly 1 hour or so)
- Space requirements for equipment, personnel, and lighting, as well as distance needed to separate the subject from the background
- Electrical power requirements (lighting and camera equipment for an indoor shoot cannot be plugged into one circuit--power cables may need to be run down hallways and into other rooms to ensure safety)
- Location agreements, shooting permits, and releases may be required
- Site surveys are recommended if possible with all key personnel attending to resolve any on-site concerns prior to shooting
- Parking/transportation (talent and video crew appreciate any available logistical information)
- Access (stairs, elevators, loading docks, disabled entrances and ramps--equipment is often rolled in on carts)
- Ambient noise (sounds that we routinely ignore can be annoying on recordings, e.g., air conditioning, refrigerators, construction, traffic)

### *Things to keep in mind for videotaping events*

- Time to set up and break down (depends on how much equipment is involved and how large the event is)
- Security (extra time and crew information may be needed if the event or location involves security restrictions and/or clearances)
- Equipment placement (camera/press risers are a good idea for events in order to raise the camera above standing audience height)
- Distance from camera to subject (may require extended lenses)
- Electrical power requirements (lighting and camera equipment for an indoor shoot cannot be plugged into one circuit)
- Location agreements, shooting permits, and releases may be required
- Site surveys are highly recommended with all key personnel attending to resolve any on-site concerns prior to shooting
- Press (if press is present, video crew may either need press credentials or separate camera riser(s) if the crew is not considered press)
- Sound and lighting (often events arrange for house sound, but television lighting is rarely considered unless it is a press event)
- Any audio restrictions (are there limited microphone locations requiring creative placement ideas, such as an open room with no opportunity to place a lavalier mic on a speaker)
- Parking/transportation
- Access (stairs, elevators, loading docks, disabled entrances and ramps)

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*Preparer's contact information:*

Name

Company/Organization

Address

Phone

Fax

E-mail

*(We respect your privacy, and we do not distribute any of your contact information to outside parties, unless it is needed for the completion of your media production.)*

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Please select the best description of your media production (you may choose more than one if necessary). If you are planning multiple media productions, we suggest you complete a separate planning guide for each one (for example, a promotional video to be shown at a conference as well as a video of the conference).

Promotional

Training/Educational

Television Program

Event

Interview

Video News Release

Documentary

Animation

Interactive CD/DVD

Narrative (Fiction)

Audio Recording

Other \_\_\_\_\_

Please provide a brief description of your production's intended purpose and goal

Please provide a brief description of your production's intended audience

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Is this project scheduled to accompany any other media tour or media/print production, and/or correspond with a marketing launch? Yes                  No

If so, please briefly describe.

Do you have an existing media production to be repurposed? Yes                  No

If so, please briefly describe (including length and format).

If this project will be an interactive CD/DVD, please briefly describe the interactivity requirements (testing, documents, web sites, etc.)

Is this production intended for television, satellite, cable, or internet broadcast?

Yes                  No

If so, please list the anticipated media outlet(s), date(s) and time(s), and any known technical specifications or a link to the media outlet's technical specifications webpage if available.

*Pre-production:*

Have script

Need script

If you have a script, do you need additional writing assistance?

Yes                  No

Have storyboards

Need storyboards

Don't need storyboards

Anticipated number of scenes \_\_\_\_\_

*Anticipated length of final production:*

Less than 5 min.

5 - 30 min.

30 - 60 min.

60 - 120 min.

Over 120 min.

Exact time required, if known \_\_\_\_\_

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*Anticipated deadline for completion (including duplications if needed):*

Less than one week

1 - 2 weeks

2 - 4 weeks

4 - 6 weeks

More than 6 weeks

Exact deadline required, if known \_\_\_\_\_

*Locations:*

Need locations

Will use in-house locations            # of Indoor \_\_\_\_\_ # of Outdoor \_\_\_\_\_

Both

If locations are needed, please briefly describe requirements.

Where will the primary shooting for this production take place (city, state, address and/or company if known, country if outside of the US)?

List additional anticipated locations

*Talent (select all that apply):*

Need actors and/or voice-over talent

Have actors and/or voice-over talent

Will use in-house talent/people

Please list any specific talent requirements that you may have (age, gender, etc.), including voice-over talent

Please list any talent that is already expected (you can use names or simply brief descriptions) with any availability limitations they may have.

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Please list any definite interview/videotaping dates and times (with locations) that you have already scheduled. *(Please keep in mind that a video crew will need roughly 1 - 2 hours to set up lighting and equipment and approximately 1 hour to break down equipment--if you are planning an interview/shoot in someone's home or office, please let them know in case they need to block out more time.)*

Is a teleprompter required for any interviews or events? Yes  No

If so, please indicate:

Interview (teleprompter located on the camera or just off to the side)

Event (teleprompter with transparent screens on both sides of a podium)

Only one teleprompter needed

More than one \_\_\_\_\_

*Technical crew:*

Need entire technical crew

Have some in-house crew

If in-house crew will be used, please list how many people are available and what positions they will fill.

*Equipment:*

Need all equipment

Have some in-house equipment to use

If in-house equipment will be used, please list what equipment is available and the format of any cameras.

Please briefly describe any specific backdrops, scenery, or props you may need.

Would you like multiple camera coverage of any scenes? Yes  No

If so, please briefly describe.

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*Existing analog or digital video or film footage:*

If you have existing footage to be used in this production, please briefly describe the content, format, and approximate length.

*Special Effects:*

Special effects are needed. Please briefly describe.

Special effects are not needed.

Don't know.

*Post-Production:*

Need editing system

Need editor

If an editing system is needed, please list any preferences:

AVID

Final Cut Pro

Other \_\_\_\_\_

Have in-house editing system

Have in-house editor

If you have an in-house editing system, please indicate the type below:

AVID

Final Cut Pro

Media 100

Adobe Premiere

Linear editing suite

Other \_\_\_\_\_

Need sound design and/or music

Have and own the rights to music and/or sound effects

Both

None

If you will need music and/or sound effects, please briefly describe the intended tone/feeling/atmosphere of the production.

How many different pieces of music do you anticipate needing? \_\_\_\_\_

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Need voice-over recorded  
Have recorded voice-over  
Both  
None

Need graphics, logos, and/or photos  
Have and own the rights to existing graphics, logos, and/or photos  
Both  
None

If you have existing graphics, logos, or photos, please select the format (you may choose more than one):

Adobe Illustrator files  
Adobe Photoshop files  
Still image or graphic files (JPEG, TIFF, BMP, GIF, etc.)  
Motion image or graphic files (AVI, DV, Quicktime, Flash Animation, etc.)  
PowerPoint or other computer presentation  
Other \_\_\_\_\_

*Preferred shooting format:*

DVCAM	35 mm or 16 mm Film
DVCPRO	mini DV
High-Definition	VHS
Beta SP	Other _____
No specific format preferred	

*Preferred final project format:*

DVCAM	mini DV
DVCPRO	VHS
High-Definition	Web Encoding
Beta SP	Multimedia CD-ROM or DVD
DVD	35 mm or 16 mm Film
MPEG	Other _____

Please select required broadcast standard:

NTSC (for playback in the United States)  
PAL  
Other \_\_\_\_\_

Will you be providing any tape stock needed for the production?      Yes      No

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If DVD mastering is needed, would you like a DVD menu with chapters?

Yes No

Please list specific any region codes needed for your DVD.

*Duplications:*

How many copies (can be approximated)? \_\_\_\_\_

Same format as master? Yes No

If no, please select duplication format.

DVD	Multimedia CD-ROM or DVD
VHS	Other _____

If CD/DVD or VHS, which type of case do you prefer?

CD/DVD Tyvek envelopes	VHS cardboard sleeves with face/spine labels
CD/DVD cardboard sleeves	VHS cardboard sleeves with spine labels only
Compact plastic disc cases	VHS full-sleeve plastic cases with inserts
CD/DVD full cases with inserts	VHS 1/2 sleeve plastic cases with inserts

If CD/DVD duplication is needed, would you like artwork design for the CD/DVD disc face and/or case insert? Yes No

If VHS duplication is needed, would you like artwork design for the spine/face labels and/or case insert? Yes No

*CD/DVD disc face or VHS labels:*

Full color	1 color
Black on white	2 color

*CD/DVD or VHS case inserts:*

Full color	1 color
Black on white	2 color

Please include any other details that may affect production or post-production.

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If your production involves an event or events,  
please complete the next few pages of information.

If your production does not involve an event,  
please click [here](#) to e-mail this planning guide to Think Speak Act, LLC, for a cost estimate.

We hope that our guide has assisted you with your media production preparations. Please let us know if there is anything we can do to make this guide more useful or user-friendly by e-mailing us at [info@thinksppeakact.com](mailto:info@thinksppeakact.com) or by calling us at 301-937-3111.

We look forward to working with you, thank you for your interest,  
and wish you the best of luck with your project!