



Date:
To: Miami–Dade Sheriff’s Training Center (MDSTC)
Specialized Video Production Unit (SVU)
From:
Subject: Video Production Planning Form

THE INFORMATION YOU PROVIDE ON THIS FORM WILL GREATLY ASSIST OUR PRODUCER IN ORGANIZING A CONCISE AND DETAILED SHOOTING PLAN FOR YOUR PROGRAM. PLEASE BE SURE THAT YOUR ANSWERS ARE AS DETAILED AS POSSIBLE, AND USE ADDITIONAL SHEETS OF PAPER IF NECESSARY.

THE SVU PRIORITIZES ASSIGNMENTS AND TASKS BASED ON YOUR DETAILED DESCRIPTIONS.

Subject Matter: _____ **Law Enforcement Specific** Y N

Please provide the name of a contact person who will be responsible for providing a working script and/or background information to the assigned producer. Once the producer has received a working script, then pre-production planning will begin.

NAME & RANK: _____ **ASSIGNMENT:** _____ **SHIFT:** _____

DAYS OFF: _____ **CONTACT NUMBER:** _____ **SUPERVISOR:** _____

PAGER # _____

UNIT # _____

FAX # _____

1. **DESCRIBE THE IMPORTANCE OF THIS PROGRAM. WHY IS A VIDEO NECESSARY TO TELL THE MESSAGE?**

2. **WHAT IS THE ANTICIPATED LENGTH OF THE FINISHED PROGRAM? _____ MINUTES**

Training videos range from five to seven minutes, segments for the county's Video on Demand (VOD) cannot exceed four minutes, and Public Service Announcements (PSAs) range from 30- 60 seconds.

3. **WHO IS THE TARGET AUDIENCE, AND HOW WILL THE PROGRAM BE USED?** Will this be for roll-call training, for a segment on Video on Demand (VOD), for community relations presentations at schools, or Public Service Announcements (PSA), etc?

4. **DESCRIBE IN DETAIL THE PROGRAM'S PRIMARY MESSAGE.** Provide a guideline of the important content points for your program. Try to write complete sentences for each item.

5. **EXPLAIN IN DETAIL THE PROGRAM'S SECONDARY MESSAGES.**

6. **WILL THIS PROGRAM BE ACCOMPANIED WITH REFERENCE OR SUPPORT MATERIALS, SUCH AS BROCHURES, HANDOUTS, ETC.?** If so, please forward the information along with this form.

7. **WHEN IS THE PROGRAM NEEDED?**

(A 90 to 120 day period is usually sufficient. This time frame is subject to other mitigating circumstances such as hard deadline priorities, manpower needs, etc.)

8. **DOES PROGRAM DEADLINE TIE IN WITH OTHER PLANNED ACTIVITIES?** IF YES,
PLEASE SPECIFY.

SHOULD YOU HAVE ANY FURTHER QUESTIONS, PLEASE CONTACT:

Diana N. Diez, MDSO TV Producer Supervisor
Specialized Video Production Unit
305-715-5002 OFFICE
305-418-3005 FAX

INTERNAL USE ONLY

_____ Approved

_____ Denied

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_____ Denied