

Making the Most of Custom Video Programming

CUSTOM VIDEO PROGRAMMING

The following custom programming tips will allow you to create a clear, concise and effective program, delivered on-time and on budget.

- **Define your program objectives.** Clear objectives for your project allow a producer and staff to create an effective treatment that creatively accomplishes your goals. What are you trying to communicate? What do you want your audience to do after watching your program? Agree on these objectives internally and provide them as part of your RFP.
- **Determine your budget.** Initially, the budget helps the producer determine how to most effectively accomplish your set objectives in a creative manner. Throughout the production process, your producer should make sure each phase of production is on budget. If certain areas of production go over budget, a good producer will keep you informed and recommend how to control these extra costs and possibly recoup them in other areas.
- **Define your audience.** The audience profile is vital in conceiving and choosing a creative treatment and delivery method. You want to make sure that your audience will relate and respond to the concept, format and design of the program. Consider the demographics of your audience in order to create a program that will be of interest to them: age, gender, level of education, job title or function, common interests.
- **Define delivery method.** Define where and when your audience will benefit most from receiving your message. Your producer will evaluate this information and make suggestions based on production experience to help you select the best delivery method – point of purchase video, streaming internet video, etc. – and to develop a creative that compliments that delivery.
- **Decide on program length:** Realistically consider how much time your audience will invest in watching your program. Equally as important, consider the program content, the delivery method and the complexity of the message. With this information, you and your producer can determine the content and length that will optimize the impact of your program.
- **Approve the program script prior to your production dates.** Usually script approval is required two weeks prior to production to allow the producer and videographer to plan shots, discuss and coordinate lighting styles, and maximize your production budget with well thought out production locations, set-ups, etc.
- **Respect the production schedule.** Meeting your deadlines for approvals is the best and easiest way to control costs and meet your final deadline on a project. And make sure your approvals are final to prevent costly revisions during or after production.
- **Prepare for edit session.** Shots acquired in production are screened and logged prior to your edit sessions, and your producer should have these shots well organized and labeled prior to the edit session. This leaves plenty of time to creatively fine tune the show to best accomplish the program objectives.



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