

## Production Check List

The following information will assist you in refining your project and it can aid in planning and writing your script and developing ideas related to your project. If you have any additional information that may assist in providing a true characterization of your company and its products or services, please include those. Please note that if multiple projects are to be planned, please separate information for each project according to the needs of each. (See our main points at the end of this check list)

- Company/Project goals as related to this project (EXACTLY what are you trying to achieve?)

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**1)** Who are you trying to reach? (new customers? existing? vendors? your industry?)\_\_\_\_\_

**2)** What do you want them to do? (corp. recognition only? buy from you? sell for you?)\_\_\_\_\_

**3)** What are you doing to them? (motivate? educate? train? Make them buy?)

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- Company or Industry “buzz words” - of a positive nature (to be included)

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- What’s your competition doing to keep up with modern marketing concepts? (include such things as new videos, DVD’s, CD’s, printed pieces?)

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- What have you done recently to revitalize your company’s image? Are you up to speed on modern, production and marketing techniques?

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- Company or Industry “buzz words” - of a negative nature (to be avoided)

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- What is the showing venue for this project? (indoors? outdoors? trade show? boardroom?)\_\_\_\_\_

■ Will additional sound equipment be used for quality sound? or played on small carry along?

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■ Can the video project also be placed on CD or DVD for added benefits and more versatile uses? \_\_\_\_\_

■ Personnel (with title) to be included on camera or as a voice over on sound track (Please keep in mind the person's ability to look good, dress well, and speak in a natural, pleasant manner in the television environment. It is our goal to make your company look as good as possible, so any personnel included should carry forth this image)

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■ Personnel to be mentioned in the script with cover shots of themselves or other material

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■ Locations to be included in the shooting

(Keep in mind the budget as outlined in the PS/A Services Agreement if this has been submitted. Additional locations or requests for additional shooting of personnel, services or products may increase the amount of time and materials budgeted for and will therefore adjust the final billing of the project.)

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■ Script outline of points to insure that we cover the major points of your project (These points will help to write and organize your script. Points presented may or may not be in the same specific order as your submission. Give us "the story" the "highlights" the "main points" that are important.)

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■ Products or Services to be included in shooting - If products are to be included, a printed listing of each product along with specific information I.E.: sizes, colors, packaging, pricing, code #'s etc. should be included

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■ Specific product, financial, services or location information to be used for supers on screen. (Use additional well defined sheet for this as necessary)  
(These might include product numbers, location address & phone numbers etc. This is required

to be in writing to insure accuracy, so please double check this information)

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■ Talent Preferences: Male or Female (for both on camera or voice-over work)(Take into consideration age of audience, direction of the project and image of your company)

\_\_\_\_\_ AGE RANGE \_\_\_\_\_

■ Music Preferences:

(PS/A uses great care in selecting music that is compatible with the client's industry, image, and the direction on the project. If you have likes or dislikes or preferences that need to be addressed, please make a note of them.)

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■ Specific Contact Person for this project:

\_\_\_\_\_ Position \_\_\_\_\_

Project Name or Reference: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Alternate Number: \_\_\_\_\_ Pager: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_

(Is there an alternate number in case of emergencies or questions so as not to delay any process of this project? Many times we do work on projects in the studio both evenings and weekends. May we call this person during those times with important questions or for information?)

■ Project Outline: (To be completed by client)

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This is a shortened version of our normal project research process, but it will give you some great ideas on things to consider.

- 1) **Think through your project.** The more you really consider your project from all points of view (IE yours, your employees, your customers, your competition) the better your project will be. Remember a very important point. PLAN ahead of time, consider as much as you can related to use, audience, longevity and versatility of your project.
- 2) **Things will change** as you develop your project and even the slightest changes later on can cost you money you didn't plan on. A legitimate production company will find it tough to give you a fair and accurate quote on a project until you have spent enough time discussing all the particulars. Either they will bid high to cover themselves (thereby overcharging you), or you're in for a surprise at the end when they find they have already bid to low to cover costs and perform their duties professionally.
- 3) **Look at your production piece as an investment**, not just an expense. In every project we do, we look at them as a marketing piece even when they are meant to be product releases, employee training or stockholder information projects. You should promote yourself in every way.
- 4) **Remember:** Keep in mind that each piece you develop, whether a video, flyer or full color brochure, will not only be seen by our primary target, but by secondary and tertiary viewers. Make sure they all benefit from your efforts.
- 5) **Invest enough.** Many companies try to cut corners when it comes to marketing pieces. This isn't to say that you should automatically up your budgets, but when considering the expenditure of \$10,000, \$20,000 or \$50,000 for a project, the decision not to spend \$1,000 or \$1,500 for something special that adds to the project could be a costly mistake. We at PS/A do not like to waste money – ours or our clients'.
- 6) **Consider additional elements** in a project that will give your company or product a national, high quality look. Even smaller companies can take advantage of these relatively inexpensive types of extras to enhance their look and compete on a larger scale. These would include things like logo animation, the use of camera dollies and cranes to vary the look of the shots, live talent instead of voiceovers for some projects, an extra location instead of one 'office' for the entire show.
- 7) Make an effort to **have everything ready** for your production group. Have personnel "cleaned up" and prepared, and have offices, work spaces and warehouses clean and presentable. When using products in your project, have the nicest, cleanest ones with good labels, master packing cases, and point of sale material available. And plants in an office space make the viewer feel comfortable and show you to be a "clean and relaxed" work environment. These may seem like simple points but you'd be surprised how many companies (and production groups) don't think of these things. **REMEMBER: Time is money in production**, and if you waste 30, 40 or 60 minutes looking for props and materials, it translates into hundreds of dollars of your money.
- 8) **Use quality materials** in your production. Every video project we do uses broadcast quality equipment and materials. Beware of companies using less professional "consumer" grade or light industrial grade equipment. Modern editing equipment requires a professional level of material be used to get the best results. Our camera, materials, and editing equipment and software is the latest available for the project's needs.
- 9) **Ask a lot of questions** about your selected production group. Choose someone with experience and enough varied background to have valuable input into your particular project. If you go through the phone book, you'll find many production companies listed to be out of business, and others have not been in business even 5 years. Start to ask if they have been around 10 years, 15 or 20. PS/A has been producing corporate shows and materials for over 30 years. It takes time to build and develop a production company and a couple of years is generally not enough time to season their people and gain the experience to adequately manage tens of thousands of dollars of a client's funds. And that's what we are doing when we produce a project.

We ask a lot of questions. We want to make sure that you as well as ourselves understand your real needs and that we can perform them to your expectations. Call us at any time if we can help you. We sincerely wan to work toward *your* success.



800.284.3678 ~ [psainfo@psavideo.com](mailto:psainfo@psavideo.com) ~ [www.psavideo.com](http://www.psavideo.com)

**PS/A Email Departments:**

**We have several people who work in various areas of your project. They might be overseeing graphics, video production, multimedia projects, photography, web design, animation or more. Contact Ron Boat to ensure your communication is being handled quickly and accurately.**

**Executive Producer: Ron Boat**

**[ronboat@psavideo.com](mailto:ronboat@psavideo.com)**