



Video Planning (Pre-Production) Checklist

- Develop concept and Statement of Work (planning document)
 - Identify your audience
 - Determine what's the story you're trying to tell
 - Define what will make the video a success and how you will measure success (online viewers? viewer feedback? etc.)
 - Choose where (and on what page) your video will be posted
 - Create a timeline for completion
 - If the entire project rests upon interviews that may be difficult to get, get parties to agree to the interviews as early as possible

- Clear video project with appropriate supervisor/office
- Create storyboard / script
 - *Always* create a storyboard before turning on the camera

- Get storyboard approval from appropriate parties
 - Ensure that everyone is in agreement about the goals and requirements of the project.
 - Consider running your idea by your Public Relations office. They may have helpful resources, including equipment.

- Reserve the resources
 - Reserve cameras and equipment, production staff
 - Determine your budget for this video project
 - Prepare interview questions (if needed)
 - Set up interviews (if needed)
 - Prepare video release statements
 - Check with your webmaster that you have a [508 compliant video player](#)

- Finalize location
 - Visit in person beforehand, if possible
 - Find out what approvals you need to film there
 - Show up around the same time of day you plan to do the video
 - Take note of the lighting, ambient noise and other surroundings.
 - Note anything special you will need to bring during the shoot
 - Confirm that you are authorized to take video in the location you are considering
 - Consider partnering with others if the video allows. Local schools may have kids that want to practice their video skills or a local TV station may have footage or equipment you could use.

- Check and pack your equipment.
 - Do you have the appropriate audio and video cables? Are your camera batteries charged?
 - Do you have enough hard drive space on your camera to hold all the video you will shoot?