

Content Development Countdown

Countdown	Deadlines/Deliverable for Presenters	DETAIL
15	<p>Launch Call</p> <p>Date scheduled: NIC</p> <ul style="list-style-type: none"> • NIC Distance Learning Administrator (DLA) • NIC Project Coordinator – Team Lead • Producer team (contractor) <p>Send content information to Producer and SMEs</p> <p>NOTE: Gap between launch call and planning meeting to enable NIC to identify and invite any additional SMEs for the planning meeting</p>	<ul style="list-style-type: none"> • Develop program goals <ul style="list-style-type: none"> ○ Learning Objectives ○ What problem are we trying to solve? ○ Title ○ Identify audience ○ Finalize planning meeting agenda • Subject Matter Expert (SME) Participation <ul style="list-style-type: none"> ○ Welcome Letter <ul style="list-style-type: none"> ▪ Thinking Assignment ○ Planning meeting agenda
12	<p>Planning Meeting</p> <p>Date scheduled: NIC</p> <ul style="list-style-type: none"> • NIC DLA • NIC Project Lead • SMEs • Producer team 	<ul style="list-style-type: none"> • Brainstorm, develop to finalize program; goals, objectives and target audience • Assign content leaders for each segment • Develop list of possible video resources from agencies and institutions • Develop list of possible live or call-in presenters • Outline each module for priorities and order of presentation • Take extensive notes to capture the dialogue and conversation during the planning meeting, (the between the lines stuff with regards to the planning meeting cards) • Set up dates for program development conference calls <ul style="list-style-type: none"> ○ Communicate expectations and goals for each call • Gather all information for program credits • Gather Planning Meeting attendee name, agency, title, completed introduction/passion quote questionnaire • Take pictures working during session

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11		Planning meeting Follow-up DATE scheduled: DLA and Producer	<ul style="list-style-type: none"> • Determine on camera presenters • Develop outline from planning meeting notes and cards created during planning • Draft vignette ideas • Draft threaded theme “style” ideas • De-brief
10		<ul style="list-style-type: none"> • On camera experts recruited and brought up to speed on project; assign as content leads where appropriate (NIC) • New contact information distributed (NIC) • Begin work on 1st draft rundown (Producer team) • Begin calls for resources from agencies (Producer team and NIC) 	Review the outline NIC DLA and NIC Project Lead prior to creating first rundown. Write the SME intros and passion statements – get sign-off and send to studio
9		<ul style="list-style-type: none"> • Follow up content phone calls with SMEs/content leads (Producer/writers) • Complete 1st draft rundown (Producer team) • Continue calls for resources from agencies (Producer team and NIC) <p>DEADLINE: Distribute 1st draft rundown to all call participants at least 72 hours in advance of the call</p>	<p>Rundown Version 1 to include:</p> <ul style="list-style-type: none"> • Objective(s) for each module • The order of the key points in each segment • First list of “additional video” to be used (e.g. video from SOURCE, testimonials, vignettes, cartoons, etc.) and its placement in the program • ID agenda items and questions for the content call
8		1 st WebEx Conference Call for content review DATE scheduled: NIC <ul style="list-style-type: none"> • NIC DLA • NIC Project Lead • SMEs (on and off camera) • Producer team (NIC provides WebEx platform and schedules and invites participants)	<p>Goals for the Conference Call</p> <ul style="list-style-type: none"> • Review all segments: do they meet the learning objectives? • Discuss pre-identified questions in 1st draft rundown • Make corrections, clarifications as needed • Generate list of additional resources <ul style="list-style-type: none"> ○ Are there additional assets or subject matter expertise needed?

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7		<p>STUDIO Revise rundown per SME feedback (Producer Team)</p> <ul style="list-style-type: none"> • Begin to gather additional content data for PPTs and CG media assets • Make testimonial selects from hard copy transcripts • Begin to log B-Roll and other acquisitions • Continue calls for resources from agencies (Producer Team and NIC) <p>VIGNETTES</p> <ul style="list-style-type: none"> • Complete 1st draft <p>DEADLINE: Send vignette script to NIC Lead and NIC DLA by end of week</p>	
6		<p>STUDIO Continue work on rundown (Producer team)</p> <ul style="list-style-type: none"> • Develop all draft PPT/CG language and resources • Send transcripts of testimonial selects to NIC DLA and NIC Lead for approval (Producer team) • Continue calls for resources from agencies (Producer team and NIC) • Continue to log B-Roll and acquired media assets (Producer team) <p>VIGNETTES</p> <ul style="list-style-type: none"> • Lock down vignette shoot locations (Producer team) • Set up auditions (Producer Team) • Begin vignette (pre-production, crewing,) <p>DEADLINE: Comments/approval on Vignette script and testimonial selects (NIC)</p>	

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5		<p>STUDIO Complete Rundown Version 2</p> <ul style="list-style-type: none"> • All B-Roll/acquired video in house (Producer team) • Finish logging B-Roll and other acquired media assets (Producer team) • Make all B-Roll selects (Producer team) • Finalize SME intros and passion statements <p>VIGNETTES</p> <ul style="list-style-type: none"> • Revise Vignette script (Producer, DLA, NIC coordinator) • Run auditions (do not cast until after 2nd content call!) <p>DEADLINE:</p> <ul style="list-style-type: none"> • Distribute 2nd draft rundown to all at least 72 hours in advance of the call 	<p>Rundown Version 2 to include:</p> <ul style="list-style-type: none"> • Full rundown of program bullet points, draft of interviewer/host questions • Updated list of video assets and their placement in the rundown • List of all other visual resources (video, graphics, PPTs) to be used, and their placement in the rundown • 2nd draft script of any vignettes to be shot • All info/images for graphics (bullet point info, characters, etc.) • Notes color coded for the call • Transcript of testimonial selects • Notes/descriptions of B-Roll (logs) and where it will be used • Bullet points for teleprompter copy
4		<p>STUDIO 2nd Webex Conference Call for content review</p> <p>DATE scheduled:</p> <ul style="list-style-type: none"> • NIC DLA • NIC Project Lead • SMEs (on and off camera) • Producer team <p>VIGNETTES</p> <ul style="list-style-type: none"> • Make final casting decisions • Final vignette script revisions and distribute • Continue pre-pro 	<p>Goals of 2nd Conference Call:</p> <ul style="list-style-type: none"> • Discuss pre-identified questions in outlines • Identify any last visual resources • Approval all media content including testimonials, B-Roll, vignettes and CG/PPT slides • Clarify expectations regarding travel and housing as needed

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3		STUDIO <ul style="list-style-type: none"> • Edit testimonial packages • Edit B-Roll packages • Finalize PPT info and send to studio • Final revision of rundown 	
2		VIGNETTES <ul style="list-style-type: none"> • Shoot vignettes STUDIO <ul style="list-style-type: none"> • Write all draft prompter copy • Send final rundown to SMEs 	
1		STUDIO Final (3 rd) WebEx Conference Call for content review DATE scheduled: <ul style="list-style-type: none"> • NIC DLA • NIC Project Lead • SMEs (on and off camera) • Producer team VIGNETTES <ul style="list-style-type: none"> • Edit vignettes • Finalize credit list and send to studio 	Goals of 3rd and Final Conference Call Final review of rundown <ul style="list-style-type: none"> • Talk through studio schedule/expectations/wardrobe, etc. • Finalize travel and housing questions

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0		<p>STUDIO</p> <p>Monday: travel</p> <p>Tuesday: rehearsal begins 8am</p> <ul style="list-style-type: none"> • Review all video and PPT slides • Morning: Rehearse each segment for Content • Afternoon: Technical/Blocking rehearsal <p>Wednesday: call varies</p> <ul style="list-style-type: none"> • Makeup/Wardrobe • Teleprompter rehearsal • Live 11am Central • Follow with de-briefings <p>Thursday: travel</p>	