

Content Development Countdown for a 3-Hour Broadcast

Countdown		Deadlines/Deliverable for Presenters	Detail
15		<p>Launch Call / WebEx</p> <p>Date scheduled: NIC</p> <ul style="list-style-type: none"> • NIC Distance Learning Administrator • NIC Project Coordinator – Team Lead • Producer Team <p>Send content information to production studio partner 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"> ○ Identify learning objectives ○ Ask 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 Distance Learning Administrator • NIC Project Coordinator – Team Lead • SMEs • Producer Team 	<ul style="list-style-type: none"> • Brainstorm to finalize program goals, objectives, and target audience • Assign content leaders for each segment • Develop a list of possible video resources from agencies and institutions • Develop a 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 items with regard to the planning meeting cards) • Set dates for program development conference calls/WebEx online sessions <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 of attendees working during session • Finalize flier and send to NIC writer/editor for production

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11		Planning meeting followup DATE scheduled: Production studio partner in collaboration with NIC distance learning administrator	<ul style="list-style-type: none"> • Determine on-camera presenters • Develop an outline from planning meeting notes and cards created during planning • Draft vignette ideas • Draft threaded theme "style" ideas • Debrief
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 (Studio Partner) • Begin calls for resources from agencies (Studio Partner and NIC) 	Review the outline from studio partner and NIC Project Coordinator – Team Lead prior to creating first rundown Write the SME intros and passion statements – get sign-off and send to studio partner
9		<ul style="list-style-type: none"> • Follow up content phone calls with SMEs/content leads (Studio Partner) • Complete 1st draft rundown (Studio Producer) • Continue calls for resources from agencies (Studio Producer and NIC) <p>DEADLINE: Distribute 1st draft rundown to all call participants at least 72 hours in advance of the call/WebEx</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 • Identify 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 Distance Learning Administrator • NIC Project Coordinator – Team Lead • SMEs (on and off camera) • Producer team 	<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 (Studio Partner)</p> <ul style="list-style-type: none"> • Begin to gather additional content data for PowerPoints (PPTs) and computer graphics (CG) media assets • Make testimonial selections from hard copy transcripts • Begin to log b-roll and other acquisitions • Continue calls for resources from agencies (Studio Partner and NIC) <p>VIGNETTES</p> <ul style="list-style-type: none"> • Complete 1st draft <p>DEADLINE: Send vignette script to NIC Lead and NIC Distance Learning Administrator by end of week</p>	
6		<p>STUDIO Continue work on rundown (Studio Producer)</p> <ul style="list-style-type: none"> • Develop all draft PPT/CG language and resources • Post testimonial selections online for viewing by NIC Distance Learning Administrator, NIC Lead and Segment presenters for approval (Studio Producer/Partner) • Continue calls for resources from agencies (Studio Partner and NIC) • Continue to log b-roll and acquired media assets (Studio Partner) <p>VIGNETTES</p> <ul style="list-style-type: none"> • Lock down vignette shoot locations (Studio Producer/Partner) • Set up auditions (Studio Producer) • Begin vignette (Pre-production and Crewing) <p>DEADLINE: Comments/approval on vignette script and testimonial selections (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 (Studio Partner) • Finish logging B-Roll and other acquired media (Studio Partner) • Make all b-roll selects (Studio Producer/Partner) • Finalize SME intros and passion statements <p>VIGNETTES</p> <ul style="list-style-type: none"> • Revise vignette script (Studio Partner) • 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/WebEx 	<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/WebEx • Testimonial selections online for viewing for segment teams • Notes/descriptions of b-roll (logs) and where it will be used • Bullet points for teleprompter copy
4		<p>STUDIO 2nd WebEx conference call/WebEx for content review</p> <p>DATE scheduled:</p> <ul style="list-style-type: none"> • NIC Distance Learning Administrator • NIC Project Coordinator – Team Lead • SMEs (on and off camera) • Producer Team <p>VIGNETTES</p> <ul style="list-style-type: none"> • Make final casting decisions • Finalize vignette script revisions and distribute • Continue pre-production 	<p>Goals of 2nd Conference Call:</p> <ul style="list-style-type: none"> • Discuss pre-identified questions in outlines • Identify any last visual resources • Approve 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 partner • 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 (or sooner)		STUDIO Final (3 rd) WebEx conference call for content review (a walk-through of the broadcast) DATE scheduled: <ul style="list-style-type: none"> • NIC Distance Learning Administrator • NIC Project Coordinator – Team Lead • SMEs (on and off camera) • Producer Team VIGNETTES <ul style="list-style-type: none"> • Edit vignettes • Finalize credit list and send to studio partner 	Goals of 3rd and Final Conference Call/WebEx Walk-Through of the Broadcast <ul style="list-style-type: none"> • Talk through studio schedule/expectations/wardrobe, etc. • Finalize travel and housing questions

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0		<p>For a 3-Hour Broadcast</p> <p>STUDIO</p> <p>Monday: Travel</p> <p>Tuesday: Rehearsal begins at 8 a.m.</p> <ul style="list-style-type: none"> • Review all video and PPT slides • Morning: Rehearse each segment for content/video/graphics placement • Afternoon: Technical/Blocking rehearsal in studio with full crew <p>Wednesday: call varies</p> <ul style="list-style-type: none"> • Makeup/Wardrobe • Teleprompter rehearsal • Live broadcast • Follow with debriefings <p>Thursday: Travel</p>	