

## Content Development Countdown for a 3-Hour Broadcast

Countdown	Deadlines/Deliverable for Presenters	Detail
<b>15</b>	<p><b>Broadcast Conceptualization Kickoff WebEx</b></p> <p><b>Date scheduled:</b> NIC</p> <ul style="list-style-type: none"> <li>• NIC Distance Learning Administrator</li> <li>• NIC Project Coordinator – Team Lead</li> <li>• Producer Team</li> </ul> <p>Send content information to production studio partner and SMEs</p> <p><b>NOTE:</b>  <b>Gap between Kickoff and planning meeting to enable NIC to identify and invite any additional SMEs for the planning meeting</b></p>	<ul style="list-style-type: none"> <li>• Develop broadcast goals                             <ul style="list-style-type: none"> <li>○ Identify potential overarching objectives</li> <li>○ Ask what problem are we trying to solve</li> <li>○ Working broadcast title</li> <li>○ Identify potential audiences</li> <li>○ Finalize planning meeting agenda</li> </ul> </li> <li>• Subject matter expert (SME) participation                             <ul style="list-style-type: none"> <li>○ Welcome letter                                     <ul style="list-style-type: none"> <li>▪ Pre-planning assignment</li> </ul> </li> <li>○ Planning meeting agenda</li> </ul> </li> </ul>
<b>12</b>	<p><b>Planning Meeting</b></p> <p><b>Date scheduled:</b> NIC</p> <ul style="list-style-type: none"> <li>• NIC Distance Learning Administrator</li> <li>• NIC Project Coordinator – Team Lead</li> <li>• SMEs</li> <li>• Producer Team</li> </ul>	<ul style="list-style-type: none"> <li>• Brainstorm to finalize program goals, objectives, and target audience</li> <li>• Assign Segment Teams and Lead for each segment</li> <li>• Develop a list of possible video resources from agencies and institutions</li> <li>• Develop a list of possible live, to be taped presenters</li> <li>• Develop Master Content and activities outlines using results of modified compression planning process</li> <li>• Capture planning meeting proceedings for distribution to planning group membership</li> <li>• Draft Content/Activity Outlines due from Segment Teams approximately 2 weeks post session</li> <li>• Calendar dates for Webex Rundown Review sessions, along with goals and expectations of each session</li> <li>• Gather planning meeting attendee name, agency, title, contact information and email address(es)</li> <li>• Take pictures of attendees working during session</li> <li>• Brainstorm and "name" the broadcast</li> </ul>

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12		Planning meeting followup <b>DATE scheduled: Immediately following the planning meeting</b>	<ul style="list-style-type: none"> <li>• Determine/finalize on-camera presenters</li> <li>• Add/invite presenters to represent needed SME expertise/perspectives</li> <li>• Create/finalize marketing flier</li> <li>• Draft threaded theme "style" ideas</li> <li>• Debrief planning session</li> </ul>
10		<ul style="list-style-type: none"> <li>• On-camera SMEs recruited and brought up to speed on broadcast; assigned into Segment Teams (NIC)</li> <li>• New contact information distributed (Studio Producer)</li> <li>• Begin work on 1<sup>st</sup> draft rundown (Studio Producer)</li> <li>• Begin calls for resources from agencies (Studio Partner and NIC)</li> </ul>	Begin drafting first rundown based upon Segment Team Content/Activity Outlines
9		<ul style="list-style-type: none"> <li>• Follow up with Segment Team by calls/emails (Studio Producer)</li> <li>• Complete 1<sup>st</sup> draft rundown (Studio Producer)</li> <li>• Continue calls for resources from agencies (Studio Producer and NIC)</li> </ul> <p><b>DEADLINE:</b> Distribute 1<sup>st</sup> draft rundown to all call participants at least 72 hours in advance of the call/WebEx</p>	<p><b>Rundown Version 1 to include:</b></p> <ul style="list-style-type: none"> <li>• Objective(s) for each segment</li> <li>• The order of the key points in each segment</li> <li>• Supporting video to be used (e.g., video from SOURCE, testimonials, vignettes, etc.) and suggested placement in segments</li> <li>• Identify agenda items and questions for the content call</li> </ul>
8		1 <sup>st</sup> WebEx Rundown Review (2 hours) <b>DATE scheduled:</b> NIC <ul style="list-style-type: none"> <li>• NIC Distance Learning Administrator</li> <li>• NIC Project Coordinator – Team Lead</li> <li>• SMEs (on and off camera)</li> <li>• Producer team</li> </ul>	<p><b>Goals for the Webex Rundown Review</b></p> <p>Review all segments: Do they meet the learning objectives?</p> <ul style="list-style-type: none"> <li>• Discuss pre-identified questions in 1<sup>st</sup> draft rundown</li> <li>• Make corrections, clarifications as needed</li> <li>• Generate list of additional resources                             <ul style="list-style-type: none"> <li>○ Are there additional assets or subject matter expertise needed?</li> </ul> </li> </ul>

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7		<p><b>STUDIO</b> Revise rundown per SME feedback (Studio Producer)</p> <ul style="list-style-type: none"> <li>• Begin to gather additional content data for PowerPoints (PPTs) and computer graphics (CG) media assets</li> <li>• Make testimonial selections from hard copy transcripts</li> <li>• Begin to log b-roll and other acquisitions</li> <li>• Continue calls for resources from agencies (Studio Partner and NIC)</li> </ul> <p><b>VIGNETTES</b></p> <ul style="list-style-type: none"> <li>• Complete 1<sup>st</sup> draft</li> </ul> <p><b>DEADLINE:</b> Send vignette script to NIC Lead and NIC Distance Learning Administrator by end of week</p>	
6		<p><b>STUDIO</b> Continue work on rundown (Studio Producer)</p> <ul style="list-style-type: none"> <li>• Develop all draft PPT/CG language and resources</li> <li>• Post testimonial selections online for viewing by NIC Distance Learning Administrator, NIC Lead and Segment presenters for approval (Studio Producer/Partner)</li> <li>• Continue calls for resources from agencies (Studio Partner and NIC)</li> <li>• Continue to log b-roll and acquired media assets (Studio Partner)</li> </ul> <p><b>VIGNETTES</b></p> <ul style="list-style-type: none"> <li>• Lock down vignette shoot locations (Studio Producer/Partner)</li> <li>• Set up auditions (Studio Producer)</li> <li>• Begin vignette (Pre-production and Crewing)</li> </ul> <p><b>DEADLINE:</b> Comments/approval on vignette script and testimonial selections (NIC)</p>	

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5		<p><b>STUDIO</b> Complete rundown version 2</p> <ul style="list-style-type: none"> <li>• All b-roll/acquired video in house (Studio Partner)</li> <li>• Finish logging B-Roll and other acquired media (Studio Partner)</li> <li>• Make all b-roll selects (Studio Producer/Partner)</li> <li>• Finalize SME intros and passion statements</li> </ul> <p><b>VIGNETTES</b></p> <ul style="list-style-type: none"> <li>• Revise vignette script (Studio Partner)</li> <li>• Run auditions (do not cast until after 2<sup>nd</sup> content call)</li> </ul> <p><b>DEADLINE:</b></p> <ul style="list-style-type: none"> <li>• Distribute 2<sup>nd</sup> draft rundown to all at least 72 hours in advance of the call/WebEx</li> </ul>	<p><b>Rundown Version 2 to include:</b></p> <ul style="list-style-type: none"> <li>• Full rundown of program bullet points, draft of Moderator questions</li> <li>• Updated list of video clips and their placement in the rundown</li> <li>• List of all other visual resources (video, graphics, etc.) to be used, and their placement in the rundown</li> <li>• 2<sup>nd</sup> draft script of any vignettes to be shot</li> <li>• All info/images for graphics (bullet point info, characters, etc.)</li> <li>• Notes color coded for the review WebEx</li> <li>• Testimonial selections online for viewing for segment teams</li> <li>• Notes/descriptions of b-roll (logs) and where it will be used</li> <li>• Bullet points for teleprompter copy</li> </ul>
4 or sooner		<p><b>STUDIO</b> 2<sup>nd</sup> WebEx WebEx Rundown Review Session</p> <p><b>DATE scheduled:</b></p> <ul style="list-style-type: none"> <li>• NIC Distance Learning Administrator</li> <li>• NIC Project Coordinator – Team Lead</li> <li>• SMEs (on and off camera)</li> <li>• Producer Team</li> </ul> <p><b>VIGNETTES</b></p> <ul style="list-style-type: none"> <li>• Make final casting decisions</li> <li>• Finalize vignette script revisions and distribute</li> <li>• Continue pre-production</li> </ul>	<p><b>Goals of 2<sup>nd</sup> Conference Call:</b></p> <ul style="list-style-type: none"> <li>• Discuss pre-identified questions in outlines</li> <li>• Identify any last visual resources</li> <li>• Approve all media content including testimonials, b-roll, vignettes, and CG/PPT slides</li> <li>• Clarify expectations regarding travel and housing as needed</li> </ul>

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3		<b>STUDIO</b> <ul style="list-style-type: none"> <li>• Edit testimonial packages</li> <li>• Edit b-roll packages</li> <li>• Finalize PPT info and send to studio partner</li> <li>• Final revision of rundown</li> </ul>	
2 or earlier		<b>VIGNETTES</b> <ul style="list-style-type: none"> <li>• Shoot vignettes</li> </ul> <b>STUDIO</b> <ul style="list-style-type: none"> <li>• Write all draft prompter copy</li> <li>• Send final rundown to SMEs</li> </ul>	
2		<b>STUDIO</b> Final (3 <sup>rd</sup> ) WebEx conference call for content review (a walk-through of the broadcast) <b>DATE scheduled:</b> <ul style="list-style-type: none"> <li>• NIC Distance Learning Administrator</li> <li>• NIC Project Coordinator – Team Lead</li> <li>• SMEs (on and off camera)</li> <li>• Producer Team</li> </ul> <b>VIGNETTES</b> <ul style="list-style-type: none"> <li>• Edit vignettes</li> <li>• Finalize credit list and send to studio partner</li> </ul>	<b>Goals of 3<sup>rd</sup> and Final Conference Call/WebEx</b> Walk-Through of the Broadcast <ul style="list-style-type: none"> <li>• Talk through studio schedule/expectations/wardrobe, etc.</li> <li>• Finalize travel and housing questions</li> </ul>

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0		<p><b>For a 3-Hour Broadcast</b></p> <p><b>STUDIO</b></p> <p>Monday: Travel</p> <p>Tuesday: Rehearsal begins at 8 a.m.</p> <ul style="list-style-type: none"> <li>• Review all video and PPT slides</li> <li>• Morning: Rehearse each segment for content/video/graphics placement</li> <li>• Afternoon: Technical/Blocking rehearsal in studio with full crew LiveChat orientation and practice</li> </ul> <p>Wednesday: 7am Call time</p> <ul style="list-style-type: none"> <li>• Makeup/Wardrobe</li> <li>• Teleprompter rehearsal (Moderator)</li> <li>• Live broadcast</li> <li>• Follow with debriefings</li> </ul> <p>Thursday: Travel</p>	<p>Executive Producer debriefs the live broadcast with production staff post broadcast, after the debrief of the content development process</p>