

## Recording Guidelines for Annual Send Portions Campaign

### Preamble

The Global Send Portions Campaign is an exciting time for all of us and this year, we want to feature more of our Send Portions events in our reports so it is vital that your Media Team use the following guidelines when covering the event[s].

### General

- Avoid shaky shots as much as possible. Remember every shot is important
- Irrespective of the range of the camera you are using, we recommend that you use the right filter indoor and outdoor as the case may be. We trust your professionalism.
- Please, if you don't know how to set your camera to the right filter, contact the media production unit of the InnerCity Mission on this number **08123445349** or **08123445332**
- It is advisable that several shots of the listed shots taken so there will be varieties of shot to choose from during post-production
- Ensure you use an HD Camera with resolution 1080 x 1440 and aspect ratio 16:9
- For still photograph please snap at large image size and use a minimum of 360 DPI

### Pre-shoot

For production such as this, it is important we do a pre-shoot i.e. a shoot before the actual shoot to survey the environment. During this shoot, we will be interviewing Community Representative[s] [1 or 2], Children [1 or 2] and Parent[s] [1 or 2] to give us an idea of what a typical Christmas is for the community and what they would want it to be... so, interview questions should be in this direction.

In addition, we must take shots of set-up on location so we can talk about the set-up during post-production i.e. editing.

### Shoot on the D-Day

1. Shots of preparing and packaging of food and gifts items [as much possible, please avoid untidy background]
2. Shots of loading food and gifts items into the vehicle and driving off
3. Shots of vehicle driving to location and the excitement from the children upon arrival
4. Establishment shot of location [High angles; right and left] i.e. place of the event
5. Shots of the various activities like the games, excitement and eating; every aspect of the event must be fully covered
6. Interviews of Partners and the beneficiaries

### Please Note

For a production such as this, three [3] cameras is the minimum, one stationed and focused on the activities at the center [games and presentations] this will also act as the master, while the other two [2] cameras will be rovers to catch reaction and other side attractions.

- The cameramen must be flexible and spontaneous to be able to capture the various events that will be taking place at the same time.
- They must review the Program of Events with the Production Director before hand.

### Venue Set Up

- The chairs and canopies should form a U-shaped enclosure with the stage tone end and enough space in the middle for the activities.

***See screen shot***



- Bouncing castles and other props should be outside the enclosure
- All officials need to wear branded paraphernalia
- For the children, we recommend that cone caps be produced for every child attending the event.

***See screen shot***



### **Very Important Shots**

- Kids with Santa receiving their gifts – if you can afford a grotto.

***See screen shot***



- “Thank You Pastor Chris” “Thank You InnerCity Mission” “Thank You Partners” shot with the kids holding up their branded bags with excitement
- The Pastor or his representative dancing with the kids
- The Altar Call
- Distribution of Kiddies Ministry Materials – shoot kids waving the materials
- Cutting of the Christmas Cake and waving and shouting Merry Christmas
- Crowd shots of Children eating, cheering with excitement, dancing, praying with eyes closed, worshipping with hands lifted.
- Kids receiving their prizes after the various competitions
- The Ambulance or Medical/Child Safety Team Canopy

### **The Presenters**

We should have at least one presenter for the event – but the most ideal is two [2] one adult and a child, the presenter is not a Compere, She/he is a continuity announcer taking us the TV audience through the event and interviewing participants right on location.

- The crowd should form the background for the Presenters piece to cams and interviews
- There are piece to cams the Presenters must do right in the midst of the kids – sitting with them, cheering with them etc. This is one of the reasons a Child Presenter is an advantage. See screen shot



## Question for interviews

### **Partners**

1. Why do you partner with the InnerCity Mission
2. Please share your experience so far...
3. What would like to say to someone who is not involved
4. End it with – Remember...Every Child is you child!

### **Children**

Please look out for exciting/excited and expressive children

1. Are you enjoying the party?
2. What kind of food did you eat? What games did you participate in?
3. What does Christmas mean to you?
4. What would like to say to Pastor Chris and the Partners of the InnerCity Mission who made this happen?

### **Parents**

1. Please share your experience so far...
2. What does this mean to the children?
3. What would like to say to the to Pastor Chris and the Partners of the InnerCity Mission who made this happen?

### **Important**

After the production of the day, we kindly request that you send between maximum of **2 minutes** video report of the event for our live update on Kingschat. The video should have the host pastor talking about the event i.e. the community, the preparation, distribution and response from beneficiaries and also what Christmas will mean for the children and families. We should the footages of what the Pastor is saying over the Pastors so we can appreciate what is been said.

This video should be uploaded and sent to the InnerCity Mission immediately after every event.

Thank you, we wish you a successful production.