



healthy
northland
STATEWIDE HEALTH IMPROVEMENT PROGRAM

Producing videos highlighting SHIP work

Videos: <https://vimeopro.com/lolavisuals/healthy-northland>

Healthy Northland is a SHIP region covering seven counties and two community health boards in Northeastern Minnesota (Aitkin, Carlton, Cook, Itasca, Koochiching, Lake and St. Louis counties).

OUR PROJECT BY THE NUMBERS

- Nine videos
- Eight months
- Seven site visits
- \$10,000 budget

LESSONS LEARNED

- Remember release forms. Plan ahead for students to get parent permission (form below)
- Have somebody very familiar with SHIP work on the video team
- Clearly define your objective and your audience
- Ask your videographer for a clear visioning/storyboard process (resources below)
- Make a plan for distribution early
- Make a plan for approval process early – who will need to approve and offer feedback?
- Scripts aren't necessary – but talking points and a clear vision help
- Ask lots of questions about the editing process.
 - What happens after you see the first draft of the video?
 - How much editing is included in the contract?
 - At what point will they start charging you for edits?

RESOURCES

- Pre-production checklist: <http://bit.ly/29VbTku>
- Planning successful video projects: <http://bit.ly/29VltXd>
- MDH release form: <http://bit.ly/29VIY3w>
- Healthy Northland video RFP & draft contract available via email

QUESTIONS?

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