



COMMUNITY PROJECT:
SHOOT DATE & TIME:
CONTACT:
STARTING LOCATION:

# of Takes	Clip ID	SHOT DESCRIPTION	SCRIPT
VIDEO 1: Welcome			
SCENE 1:			
<input type="checkbox"/> S1C1 <input type="checkbox"/> S1C2 <input type="checkbox"/> S1C3 <input type="checkbox"/> S1C4 <input type="checkbox"/> S1C5		S1C1 MS Mayor on camera, multiple takes, nice backdrop VIDEOGRAPHER-Please have Mayor say and spell name and title before reading lines EDITOR-Lower third with name and title Mayor Matthew "Matt" Starr	{Mayor on Camera} Welcome to Mount Vernon, Ohio. I'm Mayor Matthew Starr, and I invite you to discover all that this great community has to offer. No matter your age, interests, or aspirations -- you can find what you're looking for -- in Mount Vernon, Ohio.
SCENE 2:			
<input type="checkbox"/> S2C1 <input type="checkbox"/> S2C2 <input type="checkbox"/> S2C3 <input type="checkbox"/> S2C4		S2C1 Scenic aerial shots of area-multiple takes/angles S2C2 EXT. WS/MS and aerial of Various school buildings and signs S2C3 MS Barista handing cup of coffee to customer, smiling S2C4 WS/MS Person walking dog in scenic park/trail/neighborhood, smiling	{Mayor voiceover} Mount Vernon is a vibrant community filled with spirit and opportunity. Whether you're a student, parent, entrepreneur, or retiree -- we have the resources and amenities to enhance your quality of life.
SCENE 3:			
<input type="checkbox"/> S3C1 <input type="checkbox"/> S3C2 <input type="checkbox"/> S3C3 <input type="checkbox"/> S3C4		S3C1 Scenic aerial shots of downtown area-multiple takes/angles S3C2 EXT. WS/MS Various downtown business buildings and signs S3C3 WS/MS Family/friends/couple enjoying meal at local restaurant, smiling/laughing S3C4 Aerial shots of college/university buildings and signs in area	{Mayor voiceover} Our downtown area is filled with the hustle and bustle of business booming. Here, you can find unique local shops and restaurants -- as well as various higher education schools, and plenty of arts and entertainment attractions.
SCENE 4:			
<input type="checkbox"/> S4C1 <input type="checkbox"/> S4C2 <input type="checkbox"/> S4C3 <input type="checkbox"/> S4C4		S4C1 MS Person relaxing and looking out onto view on park bench, smiling S4C2 Scenic aerial shots of various parks and signs S4C3 MS Person biking on scenic trail S4C4 WS/MS People playing frisbee or other game in park, smiling-multiple takes/angles	{Mayor voiceover} Whether you want to relax or live an active lifestyle, Mount Vernon's beautiful parks, bike paths, and accessible outdoor recreation amenities are ideal for all.
SCENE 5:			
<input type="checkbox"/> S5C1 <input type="checkbox"/> S5C2 <input type="checkbox"/> S5C3 <input type="checkbox"/> S5C4		S5C1 MS/CU Open sign being turned on/flipped over in business window S5C2 Aerial shots of various business fronts and signs in area-multiple takes/angles S5C3 WS/MS Employee shaking hands with client, smiling S5C4 WS/MS Employee in local shop assisting customer, smiling-show reverse angle also	{Mayor voiceover} Mount Vernon has a rich entrepreneurial spirit. We are home to various businesses and industries, with opportunities for business owners, and workers alike. From large corporations to small mom-and-pop shops -- we have it all.
SCENE 6:			

□S6C1 □S6C2 □S6C3 □S6C4	S6C1 WS/Pan/MS Scenic shots of area-multiple takes/angles S6C2 WS/MS Police officer having friendly conversation with resident, smiling OR something similar S6C3 WS/MS Employee assisting customer, both smiling S6C4 MS Mayor back on camera, multiple takes, nice backdrop EDITOR-Text on screen with logo and contact information: Website: mountvernonohio.org	{Mayor voiceover} Above all else, Mount Vernon is a community of caring. We all get involved in the non-profit community because it's important to us that we care for our neighbors, our businesses, and our future. Mayor on cam outro: Whether you're visiting for a weekend or moving here for life -- we invite you to discover Mount Vernon --an innovative community; authentically hometown.
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VIDEO 2: Create & Build

SCENE 7:

□S7C1 □S7C2	EDITOR-TEXT ON SCREEN: <i>(For all scenes: don't have all the words on at once, have them pop up after one another-wants some motion added to the text for each)</i> Shine Client supplied footage of various theater productions-Frozen, etc. Sing Client supplied footage of people singing in concert at Woodward and/or concerts at AF Park Perform Client supplied footage of various theater productions Create S7C1 MS/CU Chef putting finishing touches on dish, smiling S7C2 WS/MS/CU Various artwork in area-multiple takes/angles	
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SCENE 8:

□S8C1 □S8C2 □S8C3	EDITOR-TEXT ON SCREEN: <i>(For all scenes: don't have all the words on at once, have them pop up after one another-wants some motion added to the text for each)</i> Grow S8C1 MS/CU Lots of colorful fresh produce at farmer's market S8C2 WS/Pan/MS Farmer's Market-various vendor and customer interaction, smiling faces, etc.-multiple takes/angles Build S8C3 MS/CU Woodworking employee making piece hands on-multiple takes/angles	No farmers market footage for "Grow" section
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SCENE 9:

□S9C1	EDITOR-TEXT ON SCREEN: <i>(For all scenes: don't have all the words on at once, have them pop up after one another-wants some motion added to the text for each)</i>	
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		<p>Discover Client supplied footage of car show event-5 shots</p> <p>Learn Client supplied footage of Chalk on the Block event-5 shots S9C1 MS/CU Students doing hands on activity in classroom, smiling-multiple takes/angles</p>	
SCENE 10:			
		<p>EDITOR-TEXT ON SCREEN: Become Who You Were Meant to Be...Together Client supplied footage of past theater performances done</p>	
SCENE 11:			
	□S11C1	<p>EDITOR-TEXT ON SCREEN: In Mount Vernon! S11C1 WS/Pan/MS Scenic shots of Mount Vernon area-multiple takes/angles</p>	
VIDEO 3: Engage & Enjoy			
SCENE 12:			
	□S12C1 □S12C2 □S12C3 □S12C4 □S12C5	<p>EDITOR-TEXT ON SCREEN: <i>(For all scenes: don't have all the words on at once, have them pop up after one another-wants some motion added to the text for each)</i></p> <p>Walk S12C1 WS/MS Parents walking baby in stroller along scenic park, smiling</p> <p>Run S12C2 MS Person running past camera in scenic park/trail</p> <p>Bike S12C3 MS Person biking</p> <p>And engage... S12C4 WS/MS People kayaking on scenic river/lake/waterfront S12C5 MS Person casting fishing line into water, smiling</p>	
SCENE 13:			
		<p>EDITOR-TEXT ON SCREEN: <i>(For all scenes: don't have all the words on at once, have them pop up after one another-wants some motion added to the text for each)</i></p> <p>With friends... Client supplied footage of various festivals and events: Brewfest '21 MVMAF</p>	

		<p>and neighbors.</p> <p>Client supplied footage of various festivals and events:</p> <p>First Friday</p>	
SCENE 14:			
	<p>□S14C1</p> <p>□S14C2</p> <p>□S14C3</p> <p>□S14C4</p> <p>□S14C5</p> <p>□S14C6</p> <p>□S14C7</p> <p>□S14C8</p> <p>□S14C9</p>	<p>EDITOR-TEXT ON SCREEN:</p> <p><i>(For all scenes: don't have all the words on at once, have them pop up after one another-wants some motion added to the text for each)</i></p> <p>Learn</p> <p>S14C1 INT. WS/MS/CU Various pieces in art gallery-multiple takes/angles</p> <p>S14C2 MS/CU Couple looking at piece in art gallery, smiling</p> <p>Play</p> <p>S14C3 WS/Pan/MS Dog owner and dog playing/smiling/laughing at dog fountain-multiple takes/angles</p> <p>S14C4 CU Dog with tongue hanging out, person petting dog, smiling</p> <p>S14C5 WS/MS People playing various sports available-multiple takes/angles of sports available:</p> <p>Pickleball</p> <p>Girls softball</p> <p>Baseball</p> <p>Football</p> <p>Volleyball</p> <p>Golfing</p> <p>Tennis</p> <p>Relax</p> <p>S14C6 CU Draft beer being poured into glass at local brewery</p> <p>Dine</p> <p>S14C7 MS/CU Plated dish to be served at nice restaurant</p> <p>S14C8 WS/MS Couple enjoying meal at nice restaurant, smiling/laughing</p> <p>Enjoy</p> <p>S14C9 MS/CU Couple toasting wine glasses at restaurant</p>	
SCENE 15:			
	<p>□S15C1</p> <p>□S15C2</p> <p>□S15C3</p> <p>□S15C4</p>	<p>EDITOR-TEXT ON SCREEN:</p> <p><i>(For all scenes: don't have all the words on at once, have them pop up after one another-wants some motion added to the text for each)</i></p> <p>Discover Community...</p> <p>S15C1 WS/MS Food trucks lined up with people waiting in line</p>	

	<p>S15C2 MS People enjoying food from food truck, smiling Spirit... Client supplied footage of standing ovation from local performance or from final act of performance, taking final bow</p> <p>And opportunity... S15C3 WS/MS Business owner shaking hands with client, smiling-show reverse angle also</p> <p>In Mount Vernon! S15C4 Scenic aerial shots of area-multiple takes/angles</p>	
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VIDEO 4: Learn & Work

SCENE 16:

<ul style="list-style-type: none"> □S16C1 □S16C2 □S16C3 □S16C4 □S16C5 	<p>EDITOR-TEXT ON SCREEN: <i>(For all scenes: don't have all the words on at once, have them pop up after one another-wants some motion added to the text for each)</i></p> <p>Take Care of Business S16C1 MS/CU Open sign being turned on/flipped over in business window S16C2 EXT. WS/MS Various business front buildings and signs in area-KCCC Auto body, Owens Corning, etc.</p> <p>Set Yourself Up For Success S16C3 WS/MS Employee using KCCC CNC machine-multiple takes/angles S16C4 WS/MS Employee using Replex plastic robots-multiple takes/angles S16C5 I.P. staff overseeing production line</p>	
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SCENE 17:

<ul style="list-style-type: none"> □S17C1 □S17C2 □S17C3 □S17C4 □S17C5 	<p>EDITOR-TEXT ON SCREEN: <i>(For all scenes: don't have all the words on at once, have them pop up after one another-wants some motion added to the text for each)</i></p> <p>Discover Passions S17C1 WS/MS Construction employees on job-site looking over blueprint plans S17C2 WS/Pan/MS Construction workers working hands-on on job site-multiple takes/angles</p> <p>Innovation S17C3 Over the shoulder MS Employee creating CAD drawing on computer</p> <p>...and optimal quality of life S17C4 WS/MS Dr. using 3D cadaver-multiple takes/angles S17C5 WS/MS MRI being done</p>	
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SCENE 18:

- S18C1
- S18C2
- S18C3

EDITOR-TEXT ON SCREEN:

(For all scenes: don't have all the words on at once, have them pop up after one another-wants some motion added to the text for each)

Today

S18C1 WS/MS Preschool classroom at Esther Jetter-kids doing activity in classroom, smiling/laughing
OR CGI stock footage of this

Tomorrow

S18C2 WS/MS Kids in elementary school playing on playground, smiling/laughing-multiple takes/angles OR CGI stock footage of this

...and beyond

S18C3 WS/MS Students working hands on in science lab, smiling

Client supplied footage of high school graduation ceremony

SCENE 19:

- S19C1
- S19C2
- S19C3
- S19C4

EDITOR-TEXT ON SCREEN:

(For all scenes: don't have all the words on at once, have them pop up after one another-wants some motion added to the text for each)

Learn

S19C1 MS Students raising hands in classroom, smiling
S9C2 WS/MS Students working together in science lab

Work

Client supplied footage of Jr. ROTC AF color guard

S19C3 WS/MS Employee assisting customer in local shop, smiling-show reverse angle also

Improve -- in Mount Vernon!

S19C4 MS/CU Teacher giving child a high-five in classroom, both smiling

VIDEO 5: Serve & Grow

SCENE 20:

- S20C1
- S20C2
- S20C3

EDITOR-TEXT ON SCREEN:

(For all scenes: don't have all the words on at once, have them pop up after one another-wants some motion added to the text for each)

Give

S120C1 Hope Now delivering furniture **OR client supplied footage of this**

Donate

S20C2 WS/MS Person donating blood, smiling

		Come Together S20C3 MS/CU Montage of people smiling at each other-multiple takes/angles	
SCENE 21:			
	<input type="checkbox"/> S21C1 <input type="checkbox"/> S21C2 <input type="checkbox"/> S21C3	EDITOR-TEXT ON SCREEN: <i>(For all scenes: don't have all the words on at once, have them pop up after one another-wants some motion added to the text for each)</i> Volunteer S21C1 WS/MS Volunteers picking up loose garbage OR client supplied footage of this Client supplied photos of Volunteer of the year Give Thanks S21C2 WS/MS Person helping to change a tire/put air in tire at Ponds Lend a Helping Hand S21C3 WS/MS Teen mowing lawn for Sr.	
SCENE 22:			
	<input type="checkbox"/> S22C1 <input type="checkbox"/> S22C2 <input type="checkbox"/> S22C3 <input type="checkbox"/> S22C4	EDITOR-TEXT ON SCREEN: <i>(For all scenes: don't have all the words on at once, have them pop up after one another-wants some motion added to the text for each)</i> Work Together S22C1 WS/MS Coach of youth sports- YMCA or Sting S22C2 WS/MS Crossing guard at school (high 5 from kid) Teach S22C3 MS Teacher engaging students in front of classroom S22C4 WS/MS Teacher working one on one with student in classroom Worship Client supplied footage of church choirs and services done, praise team at MVNU Chapel, praying, etc. Serve Others Client supplied footage of past events/services/charity work offered to serve others in local community	
SCENE 23:			
	<input type="checkbox"/> S23C1	EDITOR-TEXT ON SCREEN: In Mount Vernon! S23C1 Scenic aerial shots of area-multiple takes/angles	
END OF VIDEO TOUR			

LEGEND	
INT: Interior Location EXT: Exterior Location XWS: Extreme Wide WS: Wide Shot WMS: Wide Medium Shot MS: Medium Shot	MCU: Medium Close Up Shot CU: Close Up Shot XCU: Extreme Close Up Shot O/S: Over the Shoulder Shot V/O: Voice-over O/C: On Camera
CLIENT NOTES	VIDEOGRAPHER NOTES
<p>If anything needs to be staged, please have someone available to play the role of each mentioned person. This includes anyone giving a testimonial (if applicable). If any props and/or locations are needed to stage or set the scene, please have that prepared as well. Specific locations are to be chosen at the discretion of the client and videographer and is the responsibility of the client to have planned. CGI is not responsible for setting up people, props, or locations unless specifically noted on your shot list.</p> <p>You may see some highlighted item(s) in yellow. If so, these items are information, photos (large .jpeg or .png format), footage, or logos that needs to be sent to us.</p> <p>After reviewing shot list, please respond to my email with your approval or feedback for revisions. If you would like to discuss the shot list over the phone please call: <u>Producer – Pam Allen: 585-450-3283</u></p>	<p>After reviewing shot list, please respond with any questions you may have. If you would like to discuss the shot list over the phone please call: <u>Producer – Pam Allen: 585-450-3283</u></p> <p>Please bring wireless mic for any on-camera testimonials or reads. Have each person do their read at least 3 times on camera.</p> <p>Please shoot as much additional b-roll footage as possible within the allotted time. Shoot 2-3 takes of every shot listed above, each a MINIMUM of 6 seconds long.</p> <p>If you need more time during the shoot, contact the producer before proceeding past the scheduled shoot time.</p>
	EDITOR NOTES
	Notes in gray.