

MPE Program Recruitment

**CLIENT VIDEO PROPOSAL & PRE-PRODUCTION PACKAGE
SUBMITTED ON OCTOBER 22, 2020**

Team Members: Samantha Poole

Primary Contact: Samantha Poole

Client: High Point University MPE Major

MPE Program Recruitment

**PART A: CLIENT VIDEO PROPOSAL
COM 5210: AUDIO & VIDEO PRODUCTION
SUBMITTED ON OCTOBER 22, 2020**

PROJECT DESCRIPTION

We will be creating an informational video for student recruitment to the MPE major. It will be centered around interviews of past MPE graduates and will be 3-5 minutes. The target will be new and potential students at High Point University. The primary focus of the video is recruitment. The video can be used on the MPE website or at open houses and can also be broken down for use on the MPE social channels.

PROJECT OBJECTIVES

Our primary message is that the MPE major sets up students for success by teaching them versatile and transferable skills that can be used across disciplines, careers and companies. Our main objectives are:

- Recruit new MPE majors
- Educate current and prospective students on the value of the MPE major
- Inspire people to learn more about the MPE major

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FRAMEWORK

We will be filming a sequence of interviews from past High Point graduates along with supplementary footage and photos of their time post-graduation. We will also include b-roll footage of the resources at High Point University. We have chosen to use interviews because we think it will be the best format to get our message across. We believe that personal testimonial from successful graduates will resonate and appeal to incoming students and will communicate the value of the program to those searching for a major. This video can be used on the MPE website, at open house major fairs or can be broken down into smaller videos for social media.

TIMELINE

- **Information gathering:** October 16 – October 21
- **Preproduction Package and Video Proposal:** October 22
- **Interviews:** October 22 – October 30
- **B-Roll:** October 22 – October 30
- **Rough-cut:** November 5
- **Post-Production Editing:** November 1 – November 5
- **Edit approvals and revisions from the client:** November 12
- **Revised Fine Cut:** November 18
- **Final Video:** November 19

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OUR TEAM



Samantha Poole is a strategic communications master's student at High Point University. In 2018, Samantha graduated from High Point University with a BA in English Literature and a minor in Anthropology. Since graduating with her BA, she has been working as a corporate marketing associate at Wunderman Thompson Health, a WPP company, in NYC. At WT Health she authored, managed and curated content for Wunderman Thompson Health's social media channels while supporting the corporate communications team with PR, external communications and internal communications. After leaving WT Health, Samantha decided to pursue her Strategic Communication Master's degree to advance her career.

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PART B: PRE-PRODUCTION PACKAGE
CLIENT: HIGH POINT UNIVERSITY MPE MAJOR
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SYNOPSIS

We will be filming a sequence of interviews from past High Point graduates along with supplementary footage and photos of their time post-graduation. We will also include b-roll footage of the resources at High Point University.

We have chosen to use interviews because we think it will be the best format to get our message across. We believe that personal testimonial from successful graduates will resonate and appeal to incoming students and will communicate the value of the program to those searching for a major.

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INTERVIEWEES

INTERVIEW SUBJECT #1

I graduated from High Point University in 2015. I have always loved writing, and I consider myself a “people person” and a communicator, but I didn’t know where those skills would lead me, so I didn’t declare a major right away. In hindsight, my first inkling that I really enjoyed TV production came during a high school field trip to the Rachel Ray Show in NYC. While most of my classmates were struck by the lights, cameras and Rachel, I was more fascinated by how the crew worked together before, during and after the show to make it all work. I decided to try out a few journalism and production classes at HPU, and I ended up loving them. For the last year, I’ve been working as a News Producer in Boston. In addition to line producing our mid-day show, I’ve had the opportunity to work on special projects, like Election Night and Boston Marathon coverage. Before Boston, I worked as an Associate Producer and at News 12 in New York. It was there that I grew drastically as a storyteller and was able to build off what I’d learned at HPU. The best part about the journalism industry is that how people consume news is constantly evolving. There will always be something to learn!

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INTERVIEW QUESTIONS

INTERVIEW SUBJECT QUESTIONS

- Can you please say and spell your name?
- What year did you graduate HPU?
- What are you doing post-grad?
- How did your major prepare you for your post-grad career?
- What were your favorite aspects of your major while an undergrad?

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B-ROLL SHOT LIST

Computer Labs

- CU of someone typing
- CU of Premiere
- OTS of someone working on Premiere project
- WS students working in computer lab
- WS PAN across room
- MLS of 2 students working on project

Radio station

- CU of someone talking in the mic
- WS of the room
- MCU of someone talking in the mic
- WS PAN across room Studio
- MS of someone at the table talking
- MLS of equipment WS of studio room
- ECU of equipment
- BCU of someone talking
- 2Sht of people presenting/talking
- WS PAN across room

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B-ROLL SHOT LIST

Career center

- WS of wall of companies
- MCU of person behind desk
- WS PAN across room
- ECU of/ zoom in on 2-3 companies on wall School of Comm
- WS of NQSC lobby PAN across Studio doors
- MS of someone checking out a camera
- MLS PAN of cameras in camera room
- MCU of someone setting up camera
- WS of front of NQSC building

Photos

- Photos in front of company
- Shots of where they work

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LOCATION SCOUT

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