

## **WPC Video Production Positions**

Our club produces most of our school districts concert/plays on DVD. We also produce the MISS WASHINGTON USA pageant event video. You have the opportunity to take an active role in all aspects of the production process.

The funds that are collected go into our club account and can be spent on new equipment and fieldtrips. This year, we are planning a trip to L.A. to possibly visit a film studio, television studio and Film School. Your participation in these fund raising activities can help you earn part of the trip cost.

### **Director \$40**

This person is in charge of all aspects of the filming of the event. They will need to be at set up to make sure that everything is in place and in good working condition. They should meet with the music director for an audio test and to set exposure/white balance.

During the event, this person will operate the video switcher and control the VCR/Hard disk recorder. Try to get a good shot of every student and catch all the solos or main events. After the event, rewind the video tape, remove the protection tab and make sure it is clearly labeled (event & date). Then remove the external hard drive. Deliver both of these to Mr. Dockery the next morning.

After the event, they are in charge of tearing down the equipment and packing it up. If there is no transportation for the equipment on the night of the event, they should arrange to store the equipment with the music director.

### **Camera Operator \$20**

This person is in charge of operating the Canon XL2. They should make sure that the cameras focus, exposure and white balance are set properly. The tripod is steady, level and the remote control handle is working properly. During the event, they will be expected to operate the camera smoothly, follow the actions and the instructions of the director. Remember, we want to provide every participant of the event with great coverage.

### **Audio Operator \$20**

This person is in charge of operating the Mackie Onyx audio mixer. They should make sure that all the WPC video microphones are positioned and connected properly. *One of our best sources of good audio will always be the microphones set up to amplify the event, try to tie into the event sound system. Usually this means using the 1/4" snake off the events auxiliary sends.* They will set volume levels and monitor the levels throughout the event.

### **Setup \$20**

These people will be in charge of setting up the cameras, microphones and video cart. They will also need to run all the necessary cabling and ensure that it is taped down. This should take about 1 hour and should be completed at least 1 hour prior to the event. The earlier the better! Right after the elementary school gets out is the best. It would be great if we could put DVD order forms on seats. Don't collect orders. Ask the parents to turn it into their PTSA.

### **Editor \$20**

This person is in charge adding an opening title sequence, ending credits and usually lower third/titles for each of the songs. The ending credits can be copied from the event program. They will also need to add chapter markers to save the DVD designer time. *Make sure to have someone else proof your spelling! This could cost us \$\$\$\$\$\$\$\$!*

## **DVD Designer                    \$20**

This person is in charge of designing the menu graphics and navigation system for the event DVD. Most of our events will be just one menu deep. Test the master disc for button routing and proper chapter placement.

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## **Graphic Designer                \$15**

This person is in charge of designing the DVD cover and DVD label. The graphics should be approved by the music director if possible. Make sure to include the school, grade level, title of the event, the DVD video symbol and the WPC copyright symbol. Try to create colorful, interesting, and easy to read graphics that don't take up too much ink! Most events will use the 5x5 CD saddle DVD case. Major events will use the full DVD case. Once the graphics have been approved they will need to print them, cut them and stuff them into the cases.

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## **Distribution                      \$20**

This person is in charge of making sure that we duplicate and deliver the correct amount of product to our customers. They will need to configure the DVD duplication system and duplicate the DVD's. They will then need to stuff the DVD's in the cases and provide the customer with the invoice and the products.

## **Multi-Day Events                \$TBD**

Some events last for 2-3 days and require extended travel or production time. Having a consistent crew ensures reliability and consistent coverage. Crew members that make this extra commitment will earn a bonus. Examples: Miss Washington & FCES Play

## **Revenue**

Most events we charge \$10 per disk. Special events range from \$20 - \$50 per disc. Most events we sell between 20 – 40 units. We average ~\$400 per event.

## **Expenditures**

S-VHS Video Tape: we make a high quality tape backup	\$5.00
Blank DVD	\$0.50
DVD ink	\$0.20
DVD cases	\$0.25 or\$0.75
DVD cover paper & ink	\$0.25
Equipment and Maintenance	\$4.00

Our materials cost is approximately \$5.00 per unit.