



# FACT's Process for Gubernatorial Candidate Videos

## GENERAL INSTRUCTIONS

- Each candidate needs to shoot 9 separate videos that are each 3:00 minutes or less in length (excluding the time taken by asking the question on camera)
- Each candidate will get the 9 questions ahead of time from FACT to prepare
- It is preferred that candidate shoot in 1080p HD (1920 X 1080 format, 16:9 ratio) if possible to display correctly on TNVoterGuide.org and FACTn.org

## PRODUCTION

### SHOOTING VIDEOS

#### If FACT Shoots Videos

- Candidate needs to avoid wearing white or stripes
- Candidate comes to FACT headquarters
- Candidate will be shot interview style with FACT President David Fowler also on camera asking the question
- Candidate's answer must be no longer than 3 minutes (doesn't include David asking the question)
- Candidate gets 2 takes per each of the 9 questions
- If 2 takes are made, FACT Team, with input from the candidate, will decide which take is best per question
- Video shoot should take about an hour

#### If Candidate Shoots Videos

- Candidate needs to avoid wearing white or stripes
- Candidate can shoot video interview style with interviewer on-camera or off-camera asking the question or candidate can appear solo talking into the camera.
- Off-camera interviewer's question will be edited out if candidate so requests. On-camera interview will not be edited out.
- If candidate chooses to shoot the video by talking directly into the camera, candidate needs to recite the question being asked on the video (question will be edited out in final video but question will be referenced in the title and/or description field of the video)
- Candidate's answer portion in the video must be no longer than 3 minutes (doesn't include recitation of question or part of the video when on-camera or off-camera staffer asks question)
- Candidate gets as many takes as needed.
- Video shoot can take as long as candidate likes

## POST PRODUCTION

### GETTING RAW VIDEO FILES

- If videos are shot by the candidate, the candidate can either:
  - Edit and upload each video to his or her own Vimeo or YouTube channel and send Laura Bagby the URLs for each video so they can be linked to at TNVoterguide.org. Answers longer than 3 minutes will not be linked to.
  - Send the raw video files in either MOV, M4V, or MP4 formats for each of the nine questions to FACT's Director of Communications, Laura Bagby, through FACT's Dropbox account.
- If raw video files are sent to FACT, FACT will edit out any video footage of the candidate's answer after the 3:00-minute mark. No candidate answer will otherwise be edited – files will only be edited to stop the answer portion of the video once the answer hits the 3-minute mark.

### EDITING VIDEOS

- FACT will edit each video to make sure the *answer portion* of the video does not exceed the 3-minute mark
- FACT will edit out any unnecessary footage ONLY at the very beginning of the video before the question is asked or before the question is repeated by the candidate on camera AND again at the end once the question has been fully answered by the candidate unless candidate answer goes beyond 3 minutes.
- If candidate's answer is longer than 3 minutes, FACT will edit the candidate answer at the 3-minute mark.
- FACT WILL NOT edit out any pauses, ums, coughs, stutters, or mistakes in wording of the candidate once a question has been asked
- FACT will use the FACT logo as a watermark on each video it edits
- FACT will output each video as the standard H.264 codecs in 1920X1080 resolution

## DISPLAY

### UPLOADING EDITED VIDEO FILES TO MEDIA PLAYER

- FACT will then upload to FACT's Vimeo channel the videos it shoots or that are sent to it for uploading using the H.264 codecs so that the videos can be displayed correctly on the Web.
- FACT will display each video on both the TNVoterGuide.org and FACTn.org websites as embedded video windows that point to FACT's Vimeo channel for constituents to watch.
- If candidate gives us his or her official candidate campaign website, FACT can give the candidate permission to embed the videos on that campaign website as well.
- Alternately, if candidate prefers, candidate can ask Laura Bagby to send back any final edited video files through the FACT Dropbox account so that candidate can upload to his or her own Vimeo or YouTube channel.
- If candidate decides to shoot all 9 videos and then edit and upload each video to his or her own Vimeo or YouTube channel, please send Laura Bagby the URLs for each video. Then FACT will point to that candidate's Vimeo or YouTube video URL in the embedded video window for each video on FACTN.org and TNVoterGuide.org, but only as long as the video answer is 3:00 minutes or under in length.

### IF CANDIDATE'S UPLOADED ANSWER PER VIDEO EXCEEDS 3 MINUTES

- If the answer portion of the video file on the candidate's YouTube or Vimeo channel is longer than 3:00 minutes, FACT will NOT display these URLs in its embedded video windows.
- FACT will then display on both FACTn.org and TNVoterGuide.org websites that the candidate's answer to the question exceeded the allowable length and could not be used in fairness to the other candidates.

**NOTE:** No video or portion of any video will be repurposed by FACT for any reason or used in any other media format, nor will FACT give its permission to any person to copy, download, or embed any video. Candidates may use their own videos.