

# THE PEACE OFFICER PROMISE DOCUMENTARY FILM PROGRAM

Operationalizing The Peace Officer Promise for an agency and with community stakeholders.



The Documentary Film Program assists an agency to make a documentary around the announcement of the Peace Officer Promise. By following the steps contained in this simple guide, you will be able to capture high quality footage of agency personal and community members around your event. Once you have the footage, you can either edit it yourself or upload it using our online platform. For this option, our video editors will custom edit your footage into a mini-documentary of between 2 and 5 minutes in length and deliver it back to you within 2 weeks. The fees for editing and documentary production, if you choose this option, are \$1,250 for a 2-minute documentary and \$2,000 for a 5-minute documentary.

These simple steps will assist you with planning, capturing and, if you choose, uploading interviews and media to our production team and consist of the following:

- Interviews to capture
- Instructions for capturing footage using a cell phone
- Instructions for capturing footage using a camera crew
- Instructions for preparing for an online interview

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## INTERVIEWS TO CAPTURE

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1. Police leader speaking about why they are making The Promise
2. Community leader speaking about what The Promise will mean for the community
3. Another individual speaking about any special circumstances the community faces

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## INSTRUCTIONS FOR CAPTURING FOOTAGE USING CELL PHONES

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1. Always record in landscape (see image below).



2. Panning is great to show the size and location of where you are. Make it slow and steady and aim for 3 panning shots, about 15 seconds each. You can take the

panning shots inside the venue, as well as outside to show the person watching what the location looks like.

3. Don't worry about editing the start and ending, it can be done by our production team.
4. If you're filming someone, try to record close to them so that sound is as good as it can be. Keep the recording short (less than 2 minutes). Keep the camera steady putting it on a stand or something to propped.
5. Upload each recording through your cell phone by going to <http://www.audience.org/upload>.

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## INSTRUCTIONS FOR CAPTURING FOOTAGE FOR A CAMERA CREW

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1. Record in high definition, with good lighting and lapel mic, USB mic, boom mic or other dedicated mic
2. Include at least 3 panning/zoom in/out shots at the venue. One should be the exterior of the building if possible.
3. Interviews with people should be limited to 2-3 minutes total time
4. Our production team will handle the final piece, so you can upload RAW or partly edited footage
5. ZIP or upload each file to <http://www.audiened.org/upload>.

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## INSTRUCTIONS FOR PREPARING FOR AN ONLINE INTERVIEW

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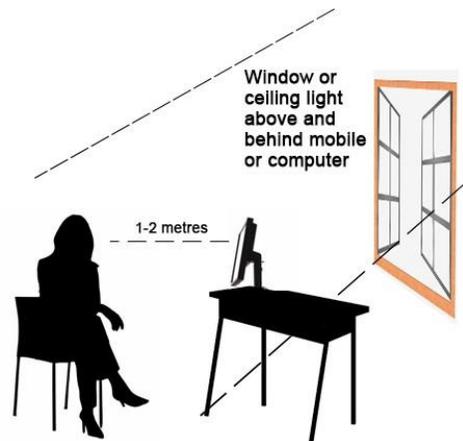
By following these guidelines, you can record to a good production.

- **WHAT NOT TO WEAR**

- a. Avoid clothing that is striped or checked, otherwise it will create a strobing effect
- b. Avoid clothing that 'washes' you out, such as wearing a white shirt in front of a white wall

- **POSITIONING THE PHONE or COMPUTER**

- a. Take the web conference call in a quiet area with no background noise. Avoid having a wall behind you.
- b. Find a window or lighting overhead, but light coming front of you (and behind your positioned device or computer). See diagram on right
- c. Position your device or computer web cam at the same height as your face. You can sit or stand, but keep the web cam at eye-level.
- d. The device or computer should be no more than 1 meter away from you.
- e. If you're using a cell phone, ensure your phone is in landscape orientation only. If you're using a computer there is usually no orientation to change.
- f. Your face and shoulders should fill approx. 40% of the screen. Adjust seating if you appear too small or big.



- **RECORDING**

- a. Questions have been provided beforehand and it's best to have printed out or on your tablet/iPad to refer to. However, avoid reading during the interview.
- b. Your interviewer will advise how long answers to questions should be
- c. As soon as the interview commences, the recording is started
- d. Your interviewer will take you through each question and advise if the answer needs to be repeated. This may be due to background noise, internet disruption/latency or to get a more complete answer.
- e. If additional cutaway footage has been requested, ask someone to film you working around your area prior to or after the web conference call. Limit to 30-40 secs of footage.

- **UPLOADING**

- a. To upload b-roll (cutaway) footage from your cell phone or computer you can upload to the production servers at [www.audiened.org/upload](http://www.audiened.org/upload)