





Greetings!

My name is Thomas Tapp. On behalf of the team here at Seed Media I welcome you to the Seed Media Producers Camp®.

Beginning as a small video production company, Seed Media was first challenged by our community youth coalition to partner in a journey to change negative local social norms concerning youth alcohol and substance use. Today, fueled by the passion and exuberance of camp participants, Seed Media continues to walk this path. Together with our local coalition, and organizations from other partnering communities, Seed Media is pushing the envelope, developing new messaging approaches, and empowering youth to affect positive community-wide changes throughout their towns, regions, state and world.

Theodore Roosevelt said it best when he quoted the West African Proverb "Speak softly and carry a big stick; you will go far."

First envisioned as an assets-based youth development and empowerment tool, the Seed Media Producers Camp® has been designed to be your organization's social marketing and community-norming, "Big Stick."

Today's media focuses billions of dollars in ad campaigns to influence the self-image, consumer and lifestyle choices of youth. Unfortunately this onslaught of mainstream social messaging often seeks maximization of profits at the expense of youth and community wellness.

Partnership in a Seed Media Producers Camp® will give your youth access to state of the art social marketing tools, bringing issues that matter to the forefront of target audience consciousness, while developing positive role models for the next generation.

Seed Media is passionate about this important work and pledges to tailor-fit a Seed Media Producers Camp® that is right for your message and budget. Together we can make our communities a better place to live in. The people of your community are the heroes and you are the reason we do what we do.

We can't wait to do this camp with you.

Sincerely,

A handwritten signature in black ink, appearing to be 'T. Tapp', written over a circular stamp or mark.

Thomas Tapp / Co-Founder  
Seed Media Camps



**Welcome to Seed Media's Producers Camp. The producer's camp consists of six essential components.**



**We “TEACH” the basic and intermediate principals of video production. We “SHOOT” a real life production utilizing the strengths of your student team as crew. We “TEACH” how to “EDIT”, using professional machines and software, then we let the students loose on their own versions of the PSA. We “EDIT” professionally the PSA’s, Documentary, and Promo. We then roll out the red carpet, sit back and “Watch” the “BIG PREMIER” unfold bringing awesome closure to the camp. The camp overview shows how each component clicks in to the camp bringing fullness to the whole process. Get Excited because this camp is awesome!**

### **Producers Camp Overview:**

Story is everything. We can be the best film crew, with the best equipment but without a story we don't have anything. So with that said we always start by finding the story. Take your time on this process. The story needs to come from a culturally relevant perspective. Nobody knows the problems of your community like you do (your youth, parents, etc.). For Instance: A story about people holding card board signs on the side of a street corner would not be culturally relevant in a small town or village that doesn't have a homeless community.

### ***Producers Camp Preparation:***

1. We have two preparation meetings with the your administration and Seed Media.
  - a. Administrative Meeting: We go over all preparations for putting on a camp of this magnitude.
  - b. Dream Session: We have a dream session where we go over ideas for the promotional DVD and the Print Ads.
2. Story Board Training: Prior to being on the ground with the Producers Camp we hold a half-day videoconference training with your group where the students learn the basics of storyboarding.
3. With your guidance they develop their own story culturally relevant to their experiences, their own version of the PSA.
4. Then Seed Media and your executive director or team decides the best storyboard based on budget and realistic production for one day.
5. Then the storyboards are run through a focus group to evaluate if the PSA will hit the targeted demographic.
6. Identify potential locations for the shoot.

## Now we're ready for camp!

The camp is one-week, Mon-Fri, 12pm to 6pm. (times and days can be adjusted to suit your needs). The rest of the days are Team Seed Media developing all the professional products.

### TEACH 2 Days



Day 1: Introduction / Story Board Finalization / Introduction to Camera Equipment and Supporting Equipment / Camera Shots / Camera Angles / Camera Movements / All Things Camera / Composition / The Art of Interviewing / Casting Finalization / Assigning Roles

Day 2: Pre-Production Scouting Finalization/ Costumes Finalization / Props / Equipment Setup / Effective Lighting Techniques / Effective Audio Techniques

### SHOOT 1 Day



Day 3: Production Day (Capturing the Video)

### STUDENT EDIT 2 Days 3 Days PROEDIT



Day 4: Introduction to Editing / Editing Techniques / Effective Cuts / The art of Editing / Editing Techniques / Effective Cuts / DVD Mastering / Output to the Internet / Students begin their edit of the PSA's

Day 5: Students Finish their edits of the PSA's / Export Techniques / Upload PSA's to YouTube / Final Day of the camp until the premiere

Day 6: Seed Media Starts Professional Edit of PSA's and Making Of Documentary

Day 7: Seed Media Continues Professional Edit

Day 8: Seed Media Continues Professional Edit / Prepares all necessary media for broadcast and the web / Prepares Master BluRay DVD with all the media for the premiere

**PROMO**  
3 Days



Day 9: Seed Media starts on promotional DVD video for your organization / Capturing any extra footage and interviews / gathering all media needed

Day 10: Seed Media Edits Promotional DVD

Day 11: Seed Media Edits Promotional DVD / Develops Easy Use Menu / Masters DVD / Duplicates 50 DVD Copies

**WATCH**  
1 Night  
**BIG**  
**PREMIER**



Day 12: Roll out the red carpet, it's Premiere Night / Seed Media sets up projector and Blu-Ray Player / Seed Media hands out awards / You promote the cause and engage the audience as a focus group and/or evaluation tool

At the end of this camp every student will have learned basic video production, how to use media to broadcast an important message that is culturally relevant to them, and how to work as a team to produce amazing videos. They will have uploaded their PSA's to YouTube, Face Books and whatever social network they are apart of starting your causes grass roots revolution.

**One of the BIGGEST benefits of doing a camp with us is...you get Seed Media's undivided attention for 12 days, focusing 100% on your project and instant gratification by receiving the product at the end of the camp.**

#### **Deliverables at the end of the camp:**

1. One Finished 30 sec Spot Two Versions
2. One Finished 1 min Spot Two Versions
3. One Finished Making of Documentary
4. One Promotional DVD (5-6 {5-6 minutes a piece}Video Format)
5. One Data DVD with the following formats for the videos:
  - a. Full Quality Pro Res 4:4:4 HD files
  - b. M4V files for internet
  - c. DV-NTSC Anamorphic files for TV
6. Hundreds of Photos on as Many Data DVD's as it Takes
7. One Mater SD-DVD with menus
8. One Master Blu-Ray (No-Menu) DVD With All The Premiere Media On It
9. 50 Duplicated Promo DVDs with labels

## **Pricing:**

Pricing is a matter of scope, but we will provide starter pricing so you can make budget decisions and focus your efforts.

### **Digital Video Camp**

The camp will take 12 hours a day (60 hours for the week) for setup, preparation and class. We charge (Call for Price 907.200.2012) a day which provides the camp with: two professional instructors, two grips (people who take care of the equipment), two professional HD cameras, two HD-DSLR t2i cameras with rigs, audio equipment, tripods, lighting, camera rigs, green screen, green man suit, light reflectors, games, monitors, HD TVs, and four Apple computers with Final Cut Suite editing software. You will receive the teaching curriculum (power point and handouts).

**Total For Digital Video Camp:** (Call for Price 907.200.2012)  
Approx. In-Kind Donation: \$3000.00

### **Commercial PSA's, The Making Of Documentary and Media Management**

We have been none to edit like crazy and we throw everything we've got into these projects. Although we estimate it will take 36 hours to edit the final products at (Call for Price 907.200.2012) an hour (this includes to two editors), we won't stop until we are happy; we usually work around the clock. You will receive two variations of a 30 sec PSA spot, one 1 min PSA spot. You will also receive the hook, The Making of Documentary (7-14 mins). Media management is huge on a project like. We put a lot of effort into media management so you have an easy to find collection of photos and video for future use.

**Total For Professional PSA's, Documentary and Media Management:** (Call for Price 907.200.2012)  
Approx. In-Kind Donation: \$3,300.00

### **Promotional DVD Package**

In estimation it will take 36 hours to edit the final products at \$300.00 an hour (this includes two editors and two editing suites). The Seed Media team will compile all the footage, photos, and interviews to develop a Promotional DVD for your organization. We break down The DVD into 6-7 videos answering questions about your organization i.e. "Intro Video", "Who is Seed Media?", "How has Seed Media Impacted Our Community?", and "How To Get Involved With Seed Media?". Each video will be interlaced with a freshly edited presentation of your photos and video. You will receive a master SD-DVD and 50 duplicated copies. The DVD's will host all edited footage from the camp in a special features button on the DVD menu.

**Total for Promotional DVD Package:** (Call for Price 907.200.2012)  
Approx. In-Kind Donation: \$3,300.00

### **BIG Premiere**

Roll out the red carpet; it's SHOWTIME! Seed Media helps with all the logistics of putting on this premiere, so together we host a blowout event where you promote your

cause, teach the audience about what your doing in the community and how they can get involved, and get feedback on the commercial. We provide a master Blu-Ray DVD to play the PSA's (Student and Professional), Making of Documentary, and Promotional Videos at the show. Seed Media sets up the audio and visual aspects. Seed Media also provides up to 15 awards, certificates for camp completion, the red carpet and addition to our team we provide a professional photographer to capture every moment.

*Note: An additional fee is required for any awards over 15 and the food is not included.*

**Total for Premier Package:** (Call for Price 907.200.2012)



### **Print Advertisement**

During the camp we take all the photos that will be used in the Print Ads. The photos are in correlation to the PSA campaign. We also have the flexibility to create creative photo scenes on the spot (this will be discussed in the dream session). We prepare all the Print Ads after the camp. Working with our illustration team we develop 10 designs to choose from. The designs will be developed so they can be easily customized for various placements i.e. bus banners, posters, billboards, etc. You will receive the illustrations in .ai and .pdf formats.

*NOTE: If an organization would like to have their Print Ads before the premiere there is an additional fee for rushing the order.*

**Total for Print Advertisement:** (Call for Price 907.200.2012)

**Producers Camp Total: (Call For Price 907.200.2012)**

### **Additional Camp and Premiere Budget:**

Consider how many students the camp is hosting and provide plenty of food, snacks and drinks. This is probably the most important aspect. You will need to consider having a worker from your team on site for the entirety of the camp to help facilitate all the needs of the food, snacks, drinks and production. Also consider the cost of hosting the camp and premiere, if you have to rent a facility and provide food at the premiere.

### **Additional Production Budget:**

Seed Media suggests budgetting an extra \$2000.00 for additional production needs. The students will use this money for production costs; renting a smoke machine, music, costumes, props, etc. This will also cover unpredictable's, weather, breakdowns, extra editing after the 8 day period, etc.

*Note: The additional money budget doesn't always get spent, but just like many film productions; it's easy to run out of budget.*

*Note: In the event we have to edit past the 8 days and if it is because of the client we will charge \$100.00 an hour / 1 editor, for any mistakes. If it is our fault we will make all edits at our own expense.*

Depending on the scope of the project the price can be adjusted accordingly.

We look forward to doing this camp with you.

Sincerely,

Thomas Tapp / Co-Founder

SEED Media Camps

907.200.2012

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