Corporate/Community Video EMF 437   POTENTIAL CLIENT Letter

Thanks for your interest in our service learning community-based corporate video production class at Towson University. In this course, 3-4 students working in a team assigned to your project will each work under my direction to create a 4-7 minute documentary style video.

This class presents a unique opportunity to have a HD video produced at no cost for the selected clients. The students will work with you to secure locations, schedule interviews that address the content needed, shoot any related visuals, etc.

The clients are the experts in CONTENT, and as such we will rely on you for WHAT topics are covered in the video. The students working under my direction are the experts in PRODUCTION, and it is important to note that the students are DIRECTING HOW the video is to be produced, including the style and various shooting techniques, which is professional documentary in nature.

Other video project limitations of the course are: 3-4 Days of Shooting; 6-8 Interviews; 3-4 locations; and NO CLIENT EDIT REVIEWS.

Once the filming is completed the team and I edit the videos WITHOUT any feedback from you - the client – NOT what you expect if you hired a production company.

I personally direct the editing of the finished video – and then provide a DVD and web video for your organization, which also retains the copyright to the final video. The FOOTAGE belongs to the students as they use their own media drives for the course. Every Client is required to write a reference letter on company letterhead each student team member once the videos are completed.

One Senior-level point of contact is necessary to be considered for the course. Having the project assigned to junior staff is not acceptable.

Here's an idea of what's helpful in a proposed project for the course…BE SURE to include your contact information (w/ email) at the top of the proposal.

1. An idea of what type of video is being proposed: Program Overview, Fundraiser, Client profile, etc.

2. Goals and audience for completed video.

3. Who would be interviewed from the organization and client side.

4. What type of locations would be made available - with general descriptions including activities, events, etc.

You can also go to my website to get an idea of what types of projects we've produced. (www.DavidReiss.com - check my YouTube Channel link.)

Email is the best way to submit your proposal (dreiss@towson.edu) - Deadline for Fall Semester is August 15th, and for Spring Semester is JAN 15th.

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Dave Reiss, D.C.D., Associate Professor
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