

# Thanks For Making A Difference

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Internal Video Production Notebook

**JoelMcIver, Candice Edrington, Kathryn Drinkuth**

**11/8/2012**

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# Client and Project Information

## Client Organization:

Second Harvest Food Bank of Northwest North Carolina  
3655 Reed Street | Winston-Salem, NC 27207  
Phone: 336.784.5770 | fax: 336.784.7369

## Key Personnel Involved:

Executive Director- Clyde Fitzgerald  
[cfitzgerald@secondharvest.org](mailto:cfitzgerald@secondharvest.org)

Director of Development and Community Relations - Tomi Melson  
[tmelson@secondharvest.org](mailto:tmelson@secondharvest.org)

Development Manager, Marketing and Public Relations- Jenny Moore  
[jmoore3@secondharvest.org](mailto:jmoore3@secondharvest.org)

## Deliverable:

“Thanks For Making A Difference”

Video Length: 6.30

Video Format: QuickTime Movie

Video Date: November 08, 2012

Distribution Format: 2 DVDs (one for client and one for class)

# October/ November

# 2012

## SECOND HARVEST FOOD BANK:INTERNAL VIDEO PRODUCTION SCHEDULE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9 <b>CLIENT MEETING</b> Internal Video Needs Analysis	10	11	12	13 <b>SHOOT</b> Volunteer Day @ SHVB, Winston Salem
14	15	16	17	18	19 <b>CLIENT PHONE MEETING</b>	20 <b>SHOOT</b> 10 <sup>th</sup> Annual Ardmore 5K Race, Winston Salem
21	22	23	24	25	26 <b>SHOOT</b> Interview with Clyde Fitzgerald	27
28 <b>SHOOT</b> Interview with Tomi Melson	29	30 <b>SHOOT</b> Interviews @ SHVB, Winston Salem	31	1	2	3 <b>SHOOT</b> Antique Truck Show, Colfax
4	5 <b>EDIT</b> Internal Video	6	7 <b>EDIT</b> Internal Video	8 <b>"BIG DAY"</b> Internal Videos Shown in Class	9 <b>DELIVER</b> Deliver final project to Client	

# Crew Contact List

Joel McIver  
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336-416-2218

Candice Edrington  
[Edrinc11@highpoint.edu](mailto:Edrinc11@highpoint.edu)  
803-718-0029

Kathryn Drinkuth  
[Drinkk11@highpoint.edu](mailto:Drinkk11@highpoint.edu)  
336-831-7238

# Signed Releases

*\*\*\*\*\*All music used in the production of this video is original.\*\*\*\*\**

*\*\*\*The volunteers who participated in this video have already signed a release through the client therefore they were not made to sign a release to partake in this video.\*\*\**

# Final Script

**SECOND HARVEST INTERNAL VIDEO SCRIPT~ Welcome to Making a Difference**

<p><b>Clyde:</b></p> <p>Welcome to the Second Harvest Food Bank of Northwest North Carolina. I'm Clyde Fitzgerald, Executive Director and I want to personally thank you for taking the time to make a difference in our North Carolina Community.</p> <p>(Cue Music if any)</p> <p><b>V.O.</b></p> <p>You are about to embark on an endeavor that may not be glamorous, but one that is certain to fill you with a sense of pride and accomplishment. As with most non-profit organizations, the work that Second Harvest does requires many more employees than we are able to carry on staff. That's why the gift of volunteerism means so much to us. The contribution of time you and others like you are making provides Second Harvest with the man-power, or woman-power of 14 additional staffers.</p> <p><b>1<sup>st</sup> Volunteer:</b></p> <p>I've been volunteering at Second Harvest since...          The reason I got involved is...          The area where I get the most satisfaction volunteering is ...</p> <p><b>Clyde:</b></p> <p>You will find that the work that we do in conjunction with our member entities, is helping to feed the over (insert correct # here) North Carolinians that are currently food insecure.</p> <p>Through government assistance and the contributions of community minded individuals like yourself, we have been able to feed (insert number here) but that is just scratching the surface of North Carolina's current food needs.</p> <p>There are over 300,000 people at risk of hunger in our service area,</p>	<p>Facing Camera</p> <p>Insert Title: Clyde Fitzgerald –Executive Director of Second Harvest Food Bank</p> <p>Video Footage of Volunteers sorting, checking eggs, can goods, expiration dates etc.</p> <p>Close Up of Volunteer          Title- Name / number of years working w/SH</p>
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<p>one-third of those are children. Today, 1 in 7 Americans is food insecure, which means they cannot reliably say from where their next meal is coming.</p> <p>Food is a basic need - the fuel we need to survive and thrive. Hungry children can't learn and hungry adults can't work and live productively.</p> <p>That's why we are so happy and blessed to have you here, volunteering to make a difference in this scourge upon our state. We believe that with your help and the help of others like you, hunger can and will be eliminated in North Carolina</p> <p>The resources exist to serve a critical role in hunger-relief efforts for the region, providing donated food to 335 non-profit partner agencies that serve people at risk of hunger and others in need.</p> <p><b>Clyde:</b></p> <p>While we are happy to have you here at our facility, we want you to know that there are numerous other ways that you, your family and friends can get involved as well.</p> <p>You can sponsor a food drive through your church, civic organization or as a group of friends banded together for a great cause. And of course we welcome you and yours to participate in some of the many already scheduled events held throughout the year such as:</p> <p><b>Volunteer 2:</b></p> <p>I have been volunteering for .... years  The reason I got involved is...  The area where I get the most satisfaction volunteering is ...  I volunteer my time doing ...  I think my work makes a difference because...</p> <p><b>Clyde</b></p> <p>There are several community gardens where North Carolinians grow fresh produce to volunteer our cause. (Explain the benefit of locally grown produce)</p>	<p>Close Up -MS</p> <p>Footage of Store Fronts, collection sites, food pantries, people dropping off food at collection sites</p> <p>Video Footage of Food Insecure People Children/ Seniors /"regular people"</p> <p>CU direct to camera or possible V.O.</p>
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**Volunteer 3**

**Community Garden Lady**

In this garden we grow .... these fresh vegetables are distributed to food banks to feed hungry people and provide them with the nutrients they need to stay healthy.

**Clyde**

According to the most recent study, released in March 2011, from the Food Research and Action Center ([FRAC](#)), [Food Hardship in America 2010](#), North Carolina is ranked 6th worse in the nation for food hardship. Among Metropolitan Service Areas, Winston-Salem MSA was ranked 3rd worse in the nation and Greensboro/High Point MSA was ranked 4th.

The United States is the largest and most efficient food producer in the world. The charitable food system in America is smart and highly cooperative. With support from many generous food and financial donors and the helping hands of volunteers like you, Second Harvest Food Bank of Northwest NC is committed to the belief that while hunger is a widespread problem, it is unique in that it is truly a solvable problem.

Thanks for doing your part to make a difference.

Video of 5K race, Movie Night at BB&T Field, Holiday Concert Footage

Close Up  
Title- Name / number of years working w/SH

Close Up  
Title- Name / number of years working w/SH

# Final Script Approval

From: Jenny Moore [jmoore3@secondharvest.org]  
Sent: Thursday, October 11, 2012 12:31 PM  
To: McIver, Joel; tmelson@triadrr.com  
Cc: Tomi Melson  
Subject: RE: Internal Video Script

Joel, Candice, and Kathryn-

This is so SPOT ON and fabulous! How blessed we are to have your heartfelt commitment and clear talent to help us tell our story and welcome volunteers into our community of supporters. There are a couple of references we might want to tweak ...for example, I am more inclined to quote data from one or more of the recent Feeding America studies versus FRAC data. I have shared the script with Clyde, will discuss these points with him and provide you with any/all minor edits.

I will use your script to bring Kit Broadhurst and Harriet Rhodes, Volunteer Manager, into the loop. Through them, we'll identify the two volunteer spokes people. They are also the keepers of the volunteer schedule and so will be the ones to tell us when there will be lots of folks here to get some of that B-Roll you're looking for of inspection and sorting of salvage and egg grading.

I will reach out to Ellen Kirby today to lay the path for you to be in touch with her. (Tomi, let's talk about any points you'd like to be sure Ellen makes.)

# Budget

Camera- Provided by High Point University School of Communication (No Cost)

Tripod- Provided by High Point University School of Communication (No Cost)

HDSB Cards- \$30 Per Card (Paid by project participants)

Lacie Drive- \$120 (Paid by project participants)

Final Cut Pro Software- Provided by High Point University School of Communication

CDs- \$10

Notebook-\$2

Talent- Volunteers and Non Profit Organization's Staff (No Cost)

Travel/Gas- Paid by project participants (Various Locations around Winston Salem)

Music-(No cost)