Statement of Work Requirements for Producing a Post Video

The final product is to be a fully narrated video, which provides a practical overview of embassy/consulate life to Foreign Service bidders and those recently assigned to Bujumbura.

A. **Video length**: Between 12 and 20 minutes.

B. **Script**: You will use a script and/or a storyboard approved by the embassy for all topics that describe the content to be covered.

C. **Equipment and Software**: You will supply the equipment (including but not limited to camcorder, wide-angle lens and tripod) and software necessary to film and edit the audio/video, allow easy file transfer to a computer, and submit the final product to the Overseas Briefing Center (OBC). Note: The embassy should decide if it is supplying the equipment.

D. **Footage**: Incorporate into final product ample A-roll and B-roll footage to satisfy producing needs. Live footage is always preferable, but some still shots may also be incorporated. A basic map can orient a viewer to various parts of the city or neighborhoods. Brief interviews from employees and family members offering their perspective on life at post can also be included. Avoid prolonged gaps and transitions to no longer than 3 seconds. Spend adequate time on topics important to viewers. Avoid using rapid-fire montages of housing or schools.

E. **Audio**: Clean audio devoid of background noise is required. Use a camcorder that permits you to input a cable to a separate microphone. This will allow you to use a clip-on microphone to give the voice prominence over environmental sounds during interviews and host stand-ups.

F. **Narration**: Use on-camera and voice-over narration throughout the entire video. Do not leave prolonged gaps in narration or substitute background music for narration. Do not use music as a filler. This leaves the viewer wondering what they should be focusing on while looking at the footage.

G. **Background Music**: Used to complement the narration but not to overpower it. Use music designed specifically for video productions. Royalty-free music is available through http://incompetech.com/music/royalty-free. The embassy is not responsible for any fees incurred purchasing music.

H. **Delivery Format**: For submissions, the Overseas Briefing Center (OBC) requires a high-quality “MP4” file. Do not create chapter stops that would prevent the video from playing continuously from start to finish. After OBC approval, the video will be captioned by the OBC and available for use on OBC’s Post Info to Go (PITG) platforms. The suggested format is: ➢ 1920 x 1080 square pixel progressive mp4 ➢ 44100 HZ stereo audio
I. Essential Content to Be Covered: The most important guideline is to break your video into distinct sections to help viewers focus on issues important to them:

- **Introduction and Closing.** The introduction should begin with identifying the post and its location. Some posts include a very short message from the ambassador. This is entirely optional. The closing should include a few summary sentences and contact information if a viewer wishes to learn more about the post.
  
  • 5% total time for this section

- **City Overview.** Remember that general tourist information is available elsewhere (YouTube, etc.) and should only be included as it affects life at post. Instead, include what would be the most interesting local scenes for those assigned to your post. For example - major thoroughfares or plazas, aerial views of the city, local festivals (brief), a park or two. Narrate what viewers are seeing, and describe typical weather, traffic, parking, and other vital information for day-to-day living in the city.

  • 15% maximum total time

- **Housing.** Devote substantial time to this subject because it is a major topic for viewers. Show housing samples for entry-level, mid-level, and senior employees. Identify housing by position (never by occupant name) and type (U.S. Government-owned, leased, etc.). Even if housing changes frequently, it is important to include footage of interiors so that viewers have an idea of what they can reasonably expect. Narrate all footage, describing typical features, differences from U.S. standards (appliances, storage space, high ceilings, flooring, layout, yard size), and location in travel time from work, shopping, and schools. Show tidy, lived-in (not vacant) properties. Include footage of temporary quarters, if initially used at post. Detailed treatment of the principal officer's residence is not necessary since it is likely to be available from OBO. However, a shot or two of the residence would be of interest to most viewers and therefore would be welcome.

  • 25% total time

- **Workplace Overview.** A very brief on-camera welcome is okay, otherwise no talking heads. Include the following: exterior views of embassy or consulate; a brief overview of separately located offices (such as USAID); and quick shots of the working environment within offices; CLO Office, medical facilities, cafeteria and other features of interest.

  • 10% total time

- **Shopping.** Briefly show typical shopping locations and explain what is and is not available with an emphasis on places where families purchase typical grocery items. Included in this section are post commissary or U.S. military facility interior views (if applicable) and local facilities - both modern and traditional.

  • 10% total time
□ **Community Life.** Show the daily and leisure-time activities available. This section might include brief narrated footage of recreational facilities (clubs, pools, sports facilities, etc.), places of worship, major cultural resources, restaurants, and healthcare facilities if Americans use them, and common travel destinations (resorts, nearby cities, national parks). When possible, show Foreign Service employees and family members involved in these activities.

- 15% total time

□ **Schools.** Include narrated scenes of buildings, playgrounds, sports fields and facilities, a few sample classrooms, the library, and school activities in progress. If there is a choice of schools at post, brief views of all choices should be included, preferably showing students and teachers. Mention typical travel times, special features, programs of study, and other relevant facts. Children frequently visit the OBC. Place this section LAST. Those not seeking schools at post can fast forward through this section.

- 15% total time

J. **Release Forms and Video Approval:** The embassy/consulate is responsible for providing release waivers forms. You should ensure that all persons who appear in the video sign a release waiver form. Videos must be approved by embassy management and submitted to OBC following submission guidelines.