

October 11, 2018

TO: Daniel and PEOC Members

RE: Video Goal and Some Questions for you

Stephanie Locher's budget to videotape the Modesto workshop, interview four experts (Daniel, Tim, Tess, plus one to be determined), then writing and editing a 2-minute story is \$5,350. This does not include the crew's mileage or the hard drive for the footage.

Price

The \$5350 price is a starting point. As we home in more closely on what we want, I will ask Stephanie for an updated budget. The closer we can express what we want, the better the budget will be executed.

Goal/Purpose/Outcome

The goal of the videoing will be to end up with a 2 to 4-minute piece that tells the story of the status of nitrate regulations in the Central Valley today, the need for changes in the regulations, and what is coming in the new regulations.

Needed B-Roll

To make the video story really sing, we will need to get creative in working with Stephanie to identify b-roll to include. As this topic includes dischargers across agricultural, municipal, and industrial sectors, we need to include shots that relate these activities with nitrates. If any of you have access to any B-Roll along these lines or even great still images, please let me know so I connect Stephanie to you for this.

- Southern Irrigated agriculture – show fertilizer application?
- Northern irrigated agriculture – what is a good visual to tie in with nitrates?
- Dairy – cows with some manure?
- Oil and Gas – a produced water holding pond
- Publicly Owned Treatment Works – I would need a hand in understanding the best thing to represent here that ties in with nitrates

Questions

1. Do you agree on the goal of the short video above?
2. Do you want a video of the workshop that could be a standalone, unedited piece that would include the presentations and discussion that accompanies it? Would this prove useful to you, to us, in some way in the future?
3. Which workshop do you prefer we film, if we film the entirety of one? As Daniel won't be able to attend the Modesto workshop, we will likely want to look at filming the Tulare workshop. Alternatively, we could decide to film the workshop that will provide the best possible content and we can add Daniel in if need.
4. If we can get more B-roll for the 2 to 4-minute piece, instead of filming the entire workshop, do you prefer we get both or one over the other?