

Delaware Safety Vignettes

Shot List, Talking Prompts, Directions

Thank you for participating in this important initiative to provide viewers with messaging around how businesses are operating during COVID-19 and supporting their communities.

Our goal is to showcase how you are taking every precaution and measure to help ensure customer/ traveler safety during the pandemic, including wearing masks and promoting usage to the public. With new best practices, mandates and restrictions, given the COVID virus, businesses have had to adjust their thinking, practices and procedures as it relates to cleanliness, interactions with customers, and other exchanges.

To make residents and potential travelers comfortable with traveling and interacting with businesses, DTO is producing a series of videos that demonstrate these new safety precautions.

This document will provide you with suggested shots, talking prompts, pointers on how to shoot with your iPhone and a refresher on how to use Cinebody. If you have any questions please contact the Creative Producer for this project - Emilie DeLong (emilie.delong@milespartnership.com / 941-342-2395).

How to Use Cinebody

Please review this video that explains how the Cinebody platform works for collecting your footage: <https://vimeo.com/351430101>

Please note that this project is set to film in landscape mode (horizontal) so if you're trying to shoot vertically, the camera may not work. While you can shoot within the app, you are also welcome to pre-shoot and upload existing shots through the app as well. You also have the option of logging in on your computer and manually uploading shots through their website (www.cinebody.com) using your login created through the app.

After you've downloaded the Cinebody app to your iPhone and created an account, for retail/salons/etc. please enter this join code: **ay433**

Tips for Shooting with an iPhone

- Hold the phone horizontally (landscape mode)
- When recording any sound-bites, choose a location that's quiet with as little background noise as possible so we can hear the speaker. Also, make sure the location is as well-lit as possible so we can see the speaker.
- Try not to have the speaker stand too far away so the microphone can pick up what they're saying.
- When shooting any "b-roll" (shots that are strictly visuals and no audio -- exterior shots, signage, product, etc.) try to shoot for about 3-seconds for each shot so we have plenty to work with.
- We will edit what you provide us with so it looks great! Don't worry about trying to make it perfect. We would rather have way more footage and sound-bites than we need than have too few.

Suggested Shot List and Talking Prompts

- We'd like you to discuss and demonstrate key safety measures you have taken/are taking. PLEASE ALWAYS WEAR YOUR MASK AND SPEAK CLEARLY IN THE VIDEO.
- The video footage you shoot should be COVID-compliant safety measures like:
 - ___ cleaning – counters, handrails, common areas, doors
 - ___ plexi-glass partitions
 - ___ putting out signs with safety messaging on it
 - ___ showing floor markings where people should stand
 - ___ employees working and wearing face coverings
 - ___ curbside/contactless delivery in action
 - ___ contactless pay in action
 - ___ the COVID Customer Standard Protocol sticker on the door
- Things to talk about should include how COVID-19 has changed how your business is operating, what safety measures are in place, what guests/customers can expect from a safety perspective, and what you wish guests know about your location during COVID
 - Safety messages can discuss the things that you show in the video, but can include but are not limited to things like:
 - *We practice social distancing, ensuring employees stay 6' apart whenever practical*
 - *We wear masks when social distancing of 6 feet or more is not an option*
 - *We have the decal on our business*
 - *All employees wash their hands regularly*

We:

- *limit the number of people in the business at one time*
- *are operating at reduced capacity*
- *eliminated handles on common doors*
- *added floor markings where people need to stand*
- *provide curbside/contactless delivery*
- *established hours that permit access solely to high-risk individuals*
- *provide contactless pay options*

Please feel free to elaborate with the specific things your business is doing to help promote safety!