



Content Creation: COVID-Safe Video & Photo Assets

Goal:	To create updated creative assets to inspire future travel for use on social/owned media/websites with adherence to CSPs
Partner Responsibility:	<p>The CoOp team will work directly with organization/entity partner and production partner from start to finish.</p> <ul style="list-style-type: none">• Partner will need to complete a pre-production questionnaire, participate in a kick off call to align on objectives, and several check-ins between the Co-Op team and production staff.• Participating partner responsible for sourcing & compensating local talent/models, and any applicable permitting and coordination with local authorities for video/photo shoots.
Key Deliverables:	<ul style="list-style-type: none">• 1 day shoot; 3 video vignettes (:06-:10 each, no audio, for use on web & social) + 10 still photo selects with full release for use by partner• Crew of 2-3 New Mexico-based videographers/photographers experienced with the CoOp Program• Gear: RED 6K cinema equipment, Lighting• Post Production: Editing, Color Correction
Timing & Duration:	Kickoff as early as August 2020; up to 8 weeks

