

## **IN-KIND VIDEO REQUIREMENTS FOR NEW MEXICO NONPROFIT ORGANIZATIONS**

Blue Cross and Blue Shield of New Mexico's (BCBSNM) in-kind video production is available to one New Mexico nonprofit organization that works to improve the health and wellness of New Mexicans. The video can highlight the organization or an event.

### **MEDIA REQUIREMENTS**

Video will be for social media or web streaming. All rough footage is available if the organization provides a hard drive for storage. Any rough footage will be deleted by BCBSNM one month after the project is completed. The in-kind video is limited to 5 to 8 minutes for final production. BCBSNM is not responsible for any lost or corrupted footage.

### **SCRIPT REQUIREMENTS**

A general script must be completed by the organization before production, except for the interview segments. BCBSNM has the right to review and offer suggestions to change a script. BCBSNM will not create or write the script for the organization.

### **PRODUCTION REQUIREMENTS**

- Production location must be approved by BCBSNM prior to production start date.
- The production schedule can include up to three production days.
- Production includes short interviews or location b-roll.
- Raw footage will be sent to the organization for review with a timecode stamp. The organization will be asked to select the best segments.
- The organization must provide the people to be interviewed and/or used in the video. Anyone used in the video must sign a release.
- The organization should provide a producer to coordinate locations, select and meet talent and be present while shooting.
- The organization cannot put the videographer, equipment or talent in a dangerous situation.

### **POST-PRODUCTION REQUIREMENTS**

- Royalty-free music or artwork will be used in the production and is limited to two pieces of music.
- Copyrighted material cannot be used, including music, photos, effects, etc., unless the organization provides all written documentation releasing copyright of material.
- BCBSNM has final approval on reshoots and re-edits.
- The production and post-production will take place in a timely manner. Time to complete production and post-production of the video is also dependent on BCBSNM video department's schedule and will be agreed upon prior to production start date.

- BCBSNM can use full or partial segments of completed video to highlight BCBSNM and organization partnership.
- Final video will be reviewed by BCBSNM and the organization. BCBSNM reserves the rights to all final decisions on video.
- The organization will receive a downloadable file or up to five DVDs of the final production.
- Final video will include a thank you credit to BCBSNM.
- The agency will provide BCBSNM a list of viewings and estimated number of views for one year following the production.
- The video cannot be re-edited by another videographer without prior approval from BCBSNM.
- The video may not be sold or rented as a money-generating promotion by the organization.

[Apply for the BCBSNM in-kind video.](#)

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