



## **IN-KIND VIDEO REQUIREMENTS FOR NONPROFIT ORGANIZATIONS. PLEASE READ ALL VIDEO PRODUCTION GUIDELINES BEFORE SUBMITTING AN APPLICATION.**

Blue Cross and Blue Shield of New Mexico (BCBSNM) will provide one in-kind video per year to one nonprofit organization. Once an agency is awarded a video, the organization will not be allowed to apply for another video for a period of three years.

### **ORGANIZATION REQUIREMENTS**

- What is your organization's nonprofit status?
- How will this video be used by your organization?
- Have you received an in-kind video from BCBSNM in the last three years?

### **MEDIA REQUIREMENTS**

Video will be for social media or web streaming only. Framing size is 720p or 1080p and will be shot in 24 or 30 fps in MXF, mp4 and/or .mov codecs. Any special sizes or frame rates must be discussed before production. All rough footage may be used, but the organization must provide an acceptable hard drive for storage. Any rough footage will be deleted by BCBSNM one month after the project is completed. The in-kind video will be 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 and/or reject a script. BCBSNM does not create or write the script for the organization. BCBSNM does not allow scripts that are controversial, political or do not align with the ideas, message or opinions of BCBSNM or Health Care Service Corporation, a Mutual Legal Reserve Company.

### **PRODUCTION REQUIREMENTS**

- Production is generally limited to 30 miles within the Albuquerque metro area. Farther distances must be approved by BCBSNM prior to production start date. The production schedule can include up to four production days and are limited to 5-hour segments, including drive time.
- Production is limited to short interviews or location b-roll. Lighting is limited to BCBSNM's light kit(s) on hand. All interviews and locations must be shot in a timely and efficient manner.
- Any raw footage will be sent to the organization for review with a timecode stamp. The organization will be asked to select the best segments to include in the video from the organization's point of view.
- 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 audio for interviews will be limited to two lavalier microphones. If professional narration is requested and used in the production, the respective costs will be passed on to the organization.

- The organization should provide a producer to coordinate locations, select and meet talent and to be present while shooting. The producer and/or videographer is allowed to stop filming if the location/talent is not meeting expectations or organization's needs.
- The organization will not put the videographer, equipment or talent in a dangerous situation. If the videographer feels that there is a safety issue, he has the right to stop production and leave the location.

## **POST-PRODUCTION REQUIREMENTS**

- Royalty-free music/artwork/effects music will be used in the production and will be limited to two pieces of music to be paid by BCBSNM, not to exceed \$75.00 in value. No copyrighted material may be used, including music, photos, effects, etc., unless the organization provides all written documentation releasing copyright of material.
- BCBSNM has final say on reshoots and re-edits. Re-edit decisions should be made within one week.
- Rough cuts will be sent to the organization through streaming video for approval.
- The organization is not allowed to sit in on the editing process, except for review. Review will be sent to the organization via a Vimeo account requiring a log in.
- 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 must be agreed upon prior to start of project.
- BCBSNM reserves the rights for all final decisions on video. BCBSNM is also allowed to use full or partial segments of completed video within their own video productions to highlight BCBSNM and organization partnership.
- Final video will be reviewed by BCBSNM and the organization and will require approval from BCBSNM.
- All videotaping must be completed within one month. Post-production will take place within an additional month depending on BCBSNM video department's schedule.
- The organization will receive a .mov or mp4 file downloadable from either Vimeo website or a DVD. The client may also ask for up to five DVDs of the final production that can be picked up from the BCBSNM video department.
- Final video will include a thank you credit to BCBSNM. Minimum of five seconds. Placement is negotiable.
- The agency will provide BCBSNM a log or 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.

If you would like to apply for consideration for the BCBSNM in-kind video, [download the application](#).

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