

Dick Conrad



## Interoffice Communication

To Plant Safety Directors  
Plant Superintendents  
From Jim Rutledge, Tom Grumbles - Timberway  
Date November 1, 1983  
Subject TV Production Workshop

As the Safety Directors will recall, for some time we have been exploring the feasibility of conducting an in-house TV production workshop. Their positive replies to earlier memos have prompted us to finalize the schedule.

The TV production workshop is scheduled for two days, Thursday and Friday, Dec. 8 and 9, 1983. The location will be Lake Charles. Exact times and places will be announced later.

Led by a professional in the field, the workshop will cover the basics of planning, shooting and editing in-plant television productions, including "hands-on" training. For a full rundown of the contents, see the revised proposal attached to this memo.

Originally we had thought of the workshop primarily in terms of plant safety training, especially since locally produced TV programs may have greater impact and be more effective than some other, more traditional safety training methods.

But, now that the scope of the workshop has been more or less finalized, it occurs to us that perhaps people in other plant departments would be interested in attending on a space-available basis. Virtually all departments have at least some responsibility for training--and training is only one potential use of in-plant video. The ability to make local television productions may be valuable for many other reasons, too.

Please send copies of this memo to others in your plant who may be interested in the workshop.

As shown in the proposal, the total will run \$5,000 plus any equipment rental and out-of-pocket expenses; this includes all course materials and handouts. We anticipate that costs would be divided among all the plants participating, thus making the shared costs for each plant or department comparable with other seminars of this type.

Please give Jim Rutledge a call (ETN 629-3213) to reserve space at this workshop for your or members of your staff. We are trying to limit registration to about 20 participants, so call early.

Thanks.

cc: Plant Managers, RDGamblin, JJHall, MSReynolds

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A Proposal to  
Conoco Chemicals Company  
for the development and  
presentation of  
A Video Production Workshop

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## Statement of Purpose

Conoco Chemical Company has an on-going safety training program at its various operating locations. One important element of this program is a series of sound/slide programs which address any of several key safety areas. Several locations have, or are planning to purchase, modern video equipment to upgrade this audio/visual effort.

While many of the skills required to produce sound/slide programs are common to video production, there are a number of new skills which must be acquired to effectively use the medium. To meet this need, we propose the development of a one-day video workshop to be held at a convenient Conoco Chemicals location.

This workshop would cover:

- The nature of the medium - how video gear works.

- Writing for video.

- Pre-planning.

- Field production.

- Post-production - putting it all together.

- A short video production exercise.

## Statement of Qualifications

International Training Company produces and markets video-based training programs on a variety of topics including safety, operator-training and supervisory development. These are developed on a custom basis for clients or on a co-venture basis for world-wide marketing. Recent clients or partners include Phillips Petroleum, ARCO, Galveston-Houston Company, Western Oceanic and Texas A&M University.

Colin Campbell has been involved, on a full-time basis, in video production and corporate communications for the past fourteen years. His experience includes:

Maryland Center for Public Broadcasting, Baltimore,  
Maryland, 1969-1976.

Held a variety of production positions. From 1972-76 he was Television Director and Senior Television Director involved in the production of educational, cultural, public affairs, sports and children's programming.

WSM-TV, Nashville, Tennessee, 1976-1978.

As Producer/Director, News and Public Affairs, he was responsible for the production aspects of two daily newscasts, documentaries, special programs and commercials.

Aluminum Company of America, Pittsburgh, Pennsylvania,  
1978-1980.

As Producer/Writer for Alcoa's Audio/Visual Department, he was responsible for developing safety, employee communications, marketing and management presentations. He was also responsible for maintaining and upgrading the company's audio/visual facilities.

Aluminum Company of America, Rockdale, Texas,  
1980-1982.

As Communications Coordinator at Alcoa's largest primary metals facility, he was responsible for all internal communications activities including two weekly newsletters, a magazine, special events and a variety of safety and training audio/visual productions.

International Training Company, Houston, Texas, 1982-  
present.

As Writer/Producer, he is involved in the writing and production of a variety of safety, training and supervisory/management development programs.

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## Workshop Format

The workshop would be conducted at a convenient Conoco Chemicals Company operating location. Current plans indicate this will be one of Conoco Chemical's Lake Charles, Louisiana facilities.

Pre-workshop activities will include telephone interviews with each of the participants to determine:

1. Their current knowledge level.
2. Video equipment they already have at their locations.
3. Anticipated purchases.
4. Anticipated applications.

Also, there will be an opportunity to review and critique any existing, location-produced video programming.

The workshop itself will follow this suggested format:

### Day One

- 8:00am - Explain objectives of the workshop and methods for meeting them. Overview of how video can be an effective training and safety medium, how it is being used in various industrial environments and a look at some successful examples (short excerpts from ITC and other corporate users).
- 9:00am - Before you start-script development. A quick review of writing style and good training formats. If appropriate, review scripts prepared by the participants.
- 10:00am - Basic video equipment: cameras, recorders, microphones, the various formats, editing equipment. What do you need to produce a program and how do the elements interconnect?
- 12:00pm - Lunch.
- 1:00pm - Lighting and other production requirements.
- 2:00pm - In-class, hands-on time with the equipment. The goal of this session will be to insure that all participants have a basic knowledge of the way the equipment works.

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- 3:30pm - How to plan for a fieldshoot. Developing a shot list, production schedule, time and dollar budget. Coordination among all involved  
\* - a shoot generally effects several different departments, be sure everyone knows what is going on and why.

How to manage a shoot - maintaining shot logs, communication, etc.

- 4:30pm - The assignment. The class will be broken into teams. Each team will be given a script with no "video column" information. The homework assignment will be for each team to review the script, fill in the video column and develop a shot sheet and production schedule for the script.

### Day Two

- 8:00am - Review the material from Day One with special emphasis on field equipment and editing.
- 9:30am - Each team will begin shooting based on the script and shot sheets. The seminar leader will float among the groups.
- 11:30am - The class reconvenes for a discussion of problems encountered during the shooting session and solutions discovered.
- 12:00pm - Lunch.
- 1:00pm - Each team edits its program.
- 4:00pm - The class screens each version, discusses production style and quality.
- 5:00pm - Seminar concludes.

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## Program Development Schedule

~~August 19~~ 28 Oct.

The workshop has been approved in concept and locations notified.

~~August 26~~ 18 Nov.

Participants have been interviewed and needs identified.

~~September~~ 25 Nov.

Detailed outline prepared and submitted for approval, vendor support arranged. ~~Any custom programming required produced.~~

~~Week of September 19~~ 8-9 Dec.

Workshop conducted.

Estimated Cost

Workshop Presentation (per day).....*(two days) → \$3000.00*  
~~\$1500.00~~

Development Activities (includes interviews,  
research, material preparation. Printing  
and other charges billed at cost.)  
40 hours @ \$50.00 per hour.....\$2000.00

Custom Video Production  
Studio Production (\$795.00/day) ~~\$795.00~~  
Editing (\$110.00/hour) ~~\$660.00~~  
Talent (\$302.00/day) ~~\$302.00~~  
TOTAL.....*DELETED →* ~~\$1736.00~~

TOTAL PRODUCTION COST.....*\$5000.00*  
~~\$5263.00~~

Vendor charges and ITC expenses, at cost, billed directly to Conoco Chemicals.

NOTE:

We are attempting to secure four complete videotape systems (including camera, recorder, editing console and accessories) for use in the seminar at no charge.

The seminar leader has asked a number of equipment vendors and manufacturers representatives to supply "demonstrator" equipment on the justification that each seminar participant may represent a potential customer--or at least a qualified lead. Several firms are interested and prospects look good, but to date no one has absolutely agreed to the proposal.

The worst-case situation is that the equipment would have to be rented. Rental charges should not exceed \$500 per video system. One video system would be required for each five seminar participants--up to the maximum of 20 participants and four systems.

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