

beyond the primary objective of accident prevention See Fig 14-3

The film showing and discussion will require a certain amount of time from the job To be truly effective, the show should have advance publicity and post-showing followup, preferably with the distribution of recall literature if it is a training film A leader's guide and other lesson material can also supplement the film itself All this requires additional editorial and printing expense

The cost of production might be shared with other departments or even outside agencies such as trade associations, insurance companies, manufacturers, distributors, or safety councils The cooperation or even co-sponsorship of outside groups can range from editorial and technical assistance (recognized sufficiently by a credit line) to actual division or sharing of cost of writing, photography, duplicate prints, distribution, and promotion As far as a company is concerned, some of the production costs might be allocated to public relations, employee relations, sales, or advertising with the safety department supplying the technical and safety know-how

Professional actors. Professional performers and models are usually preferable for a sponsored film because they have the experience, poise and skills required to give the whole production a polished appearance Their services (if required) are included as part of the estimated price submitted by a reputable producer Being skilled in the medium, they quite often shorten production time, as compared to an amateur cast Actors charge \$500 per week to \$1500 per week

Animation. In the process of developing the best filmic content, there may well be decisions about whether to include or exclude animation Based on the content of the majority of films in use today, the chances are that animation will not be included, but if it is, it probably will not be an important factor What is loosely called "animation" can cost \$500 a minute, \$2000 a minute, or much more—but the isolated figures for a brief animation portion of the film, as with any other special scene or effect, are meaningful only if related to the total film budget in their proper proportion

Sets. A reputable, competent film production organization ordinarily includes all the essentials in its estimated price for a film If it turns out that an effective film requires sets, lavish or modest, the studio will supply them as part of the contracted package price A large proportion of films today are shot on location, therefore no sets are required

Music. Music is included among the essential film ingredients supplied by the producer Good professional producers have all sorts of appropriate atmospheric theme music in their extensive tape libraries—and they are associated with competent union musicians who can create and perform excellent film music to order for your purposes Be sure contracts include all possible uses and have all clearances documented, i e, ordinary commercial records cannot be used

Announcer or narrator. Most radio and TV announcers and narrators work for a standard film producer's fee, but there are some big-name national personalities who ask a price that is many times the usual scale If a company wanted one of the latter types, the extra cost would be reflected in the estimated price submitted for the production of the film

Preparation of Audio-Visual Media

Once an aid that is suitable for the job and within the limits of budget and time has been selected, the details of production must be worked out The general procedure is to make an outline, develop script and picture descriptions, have pictures taken or art work made, and check content for length

Many types of aids include written or spoken words, and coordination between the illustrations and the message is essential Both should complement each other for maximum effectiveness Also, art work used for aids might also be effective in printed brochures or magazine articles

Preparing a script

A film, a set of slides, or a filmstrip requires good organization and a script suitable to the audience and the action desired from it Here are some guidelines

- 1 Start by jotting down the objective of the