

December TZM Project – Impaired Driving Video – Project Details

This month we'll be creating and sharing short videos of an emergency responder telling how their work experience has influenced them to take action to prevent impaired driving. This project will be part of the WTSC holiday DUI campaign. To increase our reach, please invite your law enforcement partners to create their own videos to share as well (especially those who joined us in the video training).

Here are some tips to create your video.

Selecting and prepping your talent:

Identify an emergency responder who is willing to step in front of a camera and share a message about impaired driving. This person could be law enforcement, a fire fighter, an EMT, a paramedic, an ER doctor or nurse; anyone in your community who has witnessed the impact of impaired driving in their work.

Explain the goal of the video with your talent: Share how your profession has influenced the way that you take action to protect people you care about from impaired driving.

Share the outline, sample script and sample video with your talent.

Video Shoot Considerations:

Location: If possible, choose a location with a backdrop that adds to your story – like a police officer in front of a patrol car or an EMT in front of an aid car. Frame your video to avoid distractions in the background.

Setup: Clamp your phone in the camera rig and mount the rig on the tripod. Extend the tripod so that your camera is approximately eye level with your subject. Put the LED light panel in the center shoe. Install the shotgun mic or wireless mic receiver on the top rail of the rig. If you're using a wireless mic, turn on both units. Give the transmitter to your subject and have them clip the mic on their shirt near their collar.

Coaching your talent: Let your subject know that they don't have to be perfect. They can start over as needed and they don't have to do the whole thing in one take. You can see in the sample video that it was done in three segments.

Note: Please have your talent wear a mask for the video. Even if you're able to practice distancing as you film, we don't want the lack of a mask to create a point of criticism for viewers and become a barrier to our message.

Editing: If you feel comfortable editing your video, go for it. If you're not comfortable editing, you can send your video files to me and I can edit your video for you.

Sharing: In addition to posting your video on social media and sharing with your partner agencies, please share your video with your local media. Ideally, you'll share your video prior to the beginning of the holiday DUI HVE patrols, which start December 11th.