

THE PLAN

The plan is to create a series of simple 30-second video messages. Collectively, they will clearly explain to the viewer who you are, where you stand on national and local issues, and what you're going to do when elected.

And if the candidate does not appear on camera, then show a diverse range of Republican voters testifying on different issues they support you on. In all cases, each video ends with a call-to-action persuading viewers to subscribe, donate, volunteer, or vote.

This requires a scriptwriter, director, cameraman, gaffer, sound person, video editor, and someone to coordinate volunteers and schedule the production. You will need someone who can do all that. That person is me.

BACKGROUND

I am a career multi-media professional with decades and decades of experience. That includes over 500 photo/text feature stories internationally syndicated, and three documentaries for cable created without a crew.

I have lived and worked all over the world including Paris, Tokyo, Beijing, Stockholm, Dubai, and Los Angeles where I had my headquarters for 20 years. I am fluent in French, speak Japanese. And I am well-read in American history.

I am active in politics living in York County, South Carolina volunteering as the Communications Director for the York County South Carolina Republican Party. I built their website, manage it, create most of its content, and run their online membership drives and get-out-the-vote campaigns.

PLENTY OF OPTIONS

I've gathered a dedicated volunteer team of Republican conservatives. We are ready to swing into action featuring you on-camera, testimonials of our volunteers, yours, or both.

These short messages are easy for individuals on your mailing list, fans, followers, and subscribers to post, share, and forward. And of course, there's social media advertising.

We can prepare scripts; create from scratch, use yours, or adjust survey question responses from the on-camera volunteers.

After editing the video we can hand it off to you for distribution, or work with you creating online ad campaigns.

IF NOT US, THAN WHO

I created this original system of production and have been fine-tuning it for years.

I am self-sufficient and can shoot the video without a crew. Minimum expense. Maximum flexibility.

The key to this project is the script and the directing. And I can do both. In addition to setting up audio, lighting, and editing.

This style of production needs someone who can prepare the original script. We recommend an all-of-the-above approach. Your scripts, those from your volunteers, and ours. Most scripts will need editing. That's where my decades as a syndicated journalist comes in.

On the set, you will need a professional writer to adjust the script when the narration doesn't sound right. And a director to guide the on-camera speaker. A cameraman. A sound guy. A lighting person. Some productions need a crew of seven. I don't.

IF NOT NOW, THEN WHEN?

We can create a custom package to suit your needs and budget. This entire project can be launched, shot, edited, and be ready for distribution in time to win the November 2020 elections.

SAMPLES

Here is a link to watch video testimonial samples:

<https://yorkrepublicans.com/videos.html>

To learn more about my background, services, and see writing, photography, and video samples visit:

<https://www.harrisfromparis.com>

RATES

We offer a unique combination of production services from concept to completion.

Our system bypasses the costly and time-consuming aspects of working with a wide range of different professionals. Like the highly expensive and untrackable typical radio and TV system involving: outside consultants or an ad agency > media buy > production company.

In my system, I am the writer. I am the director. I am the cameraman and the crew. There are tremendous savings in time and expense. And you can cut down costs even more by having your team and volunteers help with the organizing of this project.

Here are the rate guidelines which include any combination of the following services:

- Phone consulting and in-person meetings
- Coordination with volunteers
- Scriptwriting and editing
- Location hunting
- Directing, camera, lighting, sound
- Video editing, compressing for various online platforms and uploading

Per hour \$150

Per day \$1,250

Rate includes the camera, lenses, lighting, microphones, recorders, editing computer, raid hard drive storage.

Rate does not include travel, lodging, meals, incidentals.

An expense estimate to be provided for approval to be paid in advance. Fee retainer 33% before any work begins. 33% paid after shooting. 33% before product rights are released.

WHAT IS THIS GOING TO COST ME?

Without knowing what would be best for you at this point, I have created a manageable ballpark figure of \$10,000 - \$20,000. It is not a lump sum and it is not done all at once. We might be talking a total of 10 days over a 30-40 day period.

PLANNING THE CONTENT

I am there for you. But only when needed. No clock ticking. No downtime.

We might have an hour call to discuss a plan-of-action. Then we coordinate with the candidate as the subject or round up volunteers willing to appear on camera.

We might send out a survey. We'd ask supporters or conservative Republicans to write in about 50 words or less, three national or local issues of concern to voters in your District.

You review and comment on the results and send them to me. We discuss them remotely, choose the most relevant, and make adjustments to the script to get you more signups, donations, or votes.

You might also send pictures of a suitable background area. I will send you details in advance of what that all means.

We should also know the call-to-action we want to add at the end of the video content. I'll come up with a supportive tag line to match the script while viewing the videos. That's one big advantage to having your scriptwriter also be the video editor. The two are inseparable.

CREATING THE CONTENT

Next, we schedule a shooting time. I come in, we double-check the location. We set up. The subjects are ready.

I'm not a big fan of many takes so with a well-organized setup, we can cover three-six issues at three takes each in an hour on that location. The script is printed out for the subject to read but no one will be able to tell. It will appear spontaneous.

Non-professionals get stale very quickly. They expect it to be fun, not tedious. It's best to keep it that way. And that's one of many reasons we stick to one issue per message.

To create more video content, I'd recommend a different background. That could be as simple as a different angle. Or a new set up across town. The point is we can pack a lot of shooting into a day or two.

PACKAGING THE CONTENT

We also have to consider editing time. We might do half a day of shooting and another half day of editing. Or one day of shooting and one day of editing.

We review the content. We make adjustments as needed. You sign off when satisfied and I hand off the finished work.

As other issues come up, we can schedule another shoot. Suppose you're hit with an attack ad on an issue we haven't covered. You need an immediate response. I'm there.

We arrange, script, shoot, edit, and distribute a counter-attack within 48 hours.

CONTENT - DISTRIBUTION

We want to cover all options on how to maximize the video content being forwarded by your supporters. Our system is far more efficient, targeted, and inexpensive compared to TV and radio ads often preferred by consultants.

CONTENT - POSTCARDS

We have covered your bought-in mailing list. It should not be confused with a direct mail campaign where you do not already have a relationship with the recipient.

For that, we can create original postcards. They are oh-so-much-more fun for prospective voters to receive than those oh-so-boring typical campaign mailers. We make them friendly and personal. And yes indeed, oh-so-much-more-effective.

CONTENT - ELECTRONIC PRESS KITS (EPK)

This might also be a good time to prepare your electronic press kit (EPK).

We come up with a series of questions a reporter is likely to ask and shoot them as if you are speaking to someone off-camera. You can include those soundbites as part of your press kit.

In this way, it will be much more difficult for news media to take your quote out of context.