



**2010**  
**WORLD**  
**HUMANITARIAN DAY**  
**PROJECT**  
production pack

# 1. THANK YOU

Firstly, from the 2010 WHD Production Team, a huge thank you for being a part of the 2010 World Humanitarian Day Film project.

The goal is a film **by** all of us, **for** all of us.

The concept was inspired by the Matt Dancing Around the World viral phenomenon (just type 'matt' into Youtube). Basically, this is a guy named Matt, took a camera on his holiday and starting dancing in various diverse (and often brilliantly inappropriate) places around the world, with hundreds eventually joining him on the ground and over 27 million viewers following his journey on Youtube. For the 2010 World Humanitarian Day film, we are looking to attempt a similar concept (...minus the dancing).

Basically the film will consist of 3- to 5-second shots of humanitarian aid workers all around the world holding up signs with a couple of words/a phrase on each (in front of backdrops either distinctly humanitarian, or failing that distinctly country-specific). When the shots are cut together, the signs will form simple sentences/messaging about humanitarianism in 2010 (There are – hundreds of thousands of us – working in every country - around the world.. etc).

A healthy mixture of serious and irreverent commentary showcasing diverse places and faces will form the basis of a 2-minute online film, and 60- and 30- second broadcast Public Service Announcements.

## And this is where you come in...

We hope to work with each of you to produce a couple of filmed takes of either *yourself* (if you have been chosen as '**cast**') or a *humanitarian aid worker* you know/we match you with (if you have been chosen as a '**director**') holding up one of the signs in front of a visually relevant backdrop.

You have been nominated because of your role, location, personality and creativity. While there is a serious reason for making this film (i.e. to showcase who we are and what we do), we want you to have fun, enjoy the experience and be creative with your shots.

Throughout the process, we will be available to answer any and all questions, to problem-shoot and for brainstorming around specific shot ideas etc. Happy shooting and many thanks again,

*The 2010 WHD Production Team.*



## 2. SIGNS

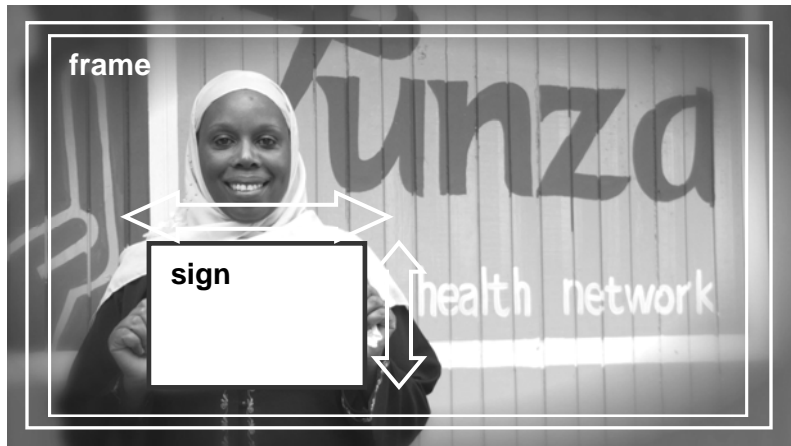
Your assigned sign/signs are attached to this email. Kindly print them out on standard white A4 printer paper.

For each sign/shot we will suggest a specific backdrop and action – but ultimately it comes down to you making the best of what is available.

(To give you one example of a simple creative use of the sign: in Nairobi, the doctor who held the 'around the world' sign started his shot with the sign upside down then proceeded to turn it around...)

Your sign could also be incorporated into the shot/surroundings (i.e. not always handheld – e.g. passed from one person to another in a distribution line, or attached to something relevant, provided we can still see a face/faces).

The most important thing is that the words on the sign are readable within a Youtube-size frame – i.e. the sign should take up a 10<sup>th</sup> (or more) of the overall frame



*(Your sign should be around this size within the frame. Faces should be unobstructed, expressions and the tone of the shot should be relative to the wording on the sign).*

*(note: If there is a particularly interesting and vast backdrop available you could always shoot the sign from afar, then shoot a close-up. We could then include both shots to give the scene context – as you can see from the example to the right). Have fun, be creative and we look forward to seeing what you come up with.*

### 3. FORMAT

Please use the highest quality camera you have available... If you have access to 1080 HD, XDCAM, HDV etc – PERFECT. Failing that, a FlipCam or Standard Definition camera will suffice. All footage in 16:9 (widescreen) please. Note: we are attempting to produce the majority of this piece in HD, but we also fully understand resource constraints in the field and will greatly appreciate any content we receive.

Don't worry too much about audio (unless completely relevant to the scene), as an original score (or existing track) will be overlaid.

### 4. STYLE

Shots should be locked off on a tripod, unless there is a great creative reason to go handheld. Natural daylight is suggested... If you do use lighting, keep it simple and not overly stylised. Please make sure that there is enough light on the sign so that it can be read easily, and avoid too much glare or reflection on the paper itself.

To add additional interest to the final product, for some of you we will also suggest some specific actions which will help to create visual 'transitions' between your shot and the next – e.g. at the end of your shot passing the sign left out of frame (to give the impression of 'handing' the sign onto the next aid worker in the next country, who will 'receive it' from the right side at the beginning of the shot). If no specific instructions of this nature are provided, straight to camera from start to finish is fine.

Please also do send any bloopers (mistakes/failed takes/unexpected interruptions or events), and some footage between the actual takes to help add some additional colour to the final piece... we'll laugh with you, not at you, we promise.



## 5. STILLS

As the icing on the cake, it would also be fantastic – where possible – if you could also capture (or have someone else take) some stills of the 'making of' your scenes – as these could potentially be used in additional marketing collateral for the Day, plus will be great to see you all in action!

## 6. GETTING YOUR FOOTAGE BACK TO US

The **deadline** for all filmed content is **Friday 25 June** – if you manage to get stills, please send these through also. If it is absolutely not possible to make this deadline please let us know in advance. We could possibly accept shots up until early July, however World Humanitarian Day is held on 18 August so we need as much lead time as possible with a finished product to maximise distribution and impact for the Day.

In terms of footage sharing - our suggestion would be to use [www.wetransfer.com](http://www.wetransfer.com) (which allows free file transfers up to 2 gig – and is fast, easy to use and you don't need to sign up).

## 7. FORMALITIES

Please note, that while ever endeavour will be made to include all footage we receive, unfortunately we cannot guarantee all shots/scenes will make it into the final film and/or PSA. Your understanding is very much appreciated.

Finally, kindly print out the attached Talent Release form. We ask that all featured cast who appear on camera please sign and fax back to +1 212 963 8880.

