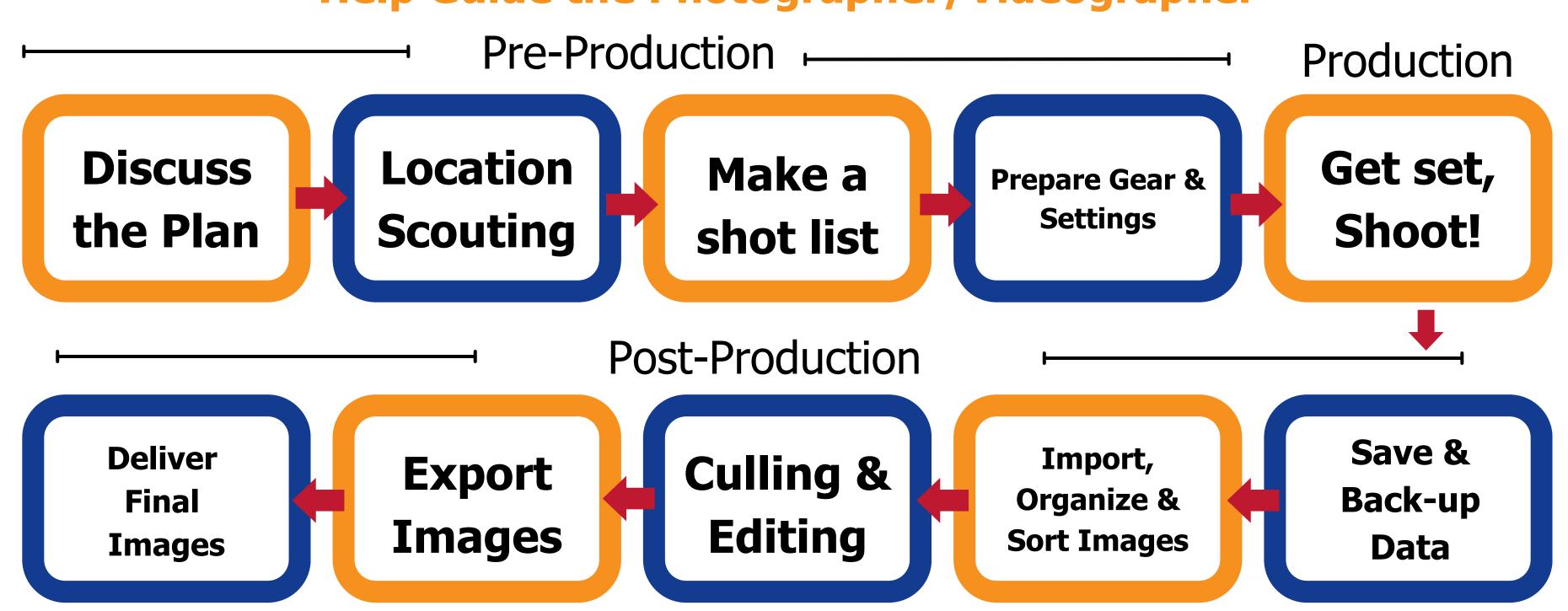
374 FSS MARKETING DEPARTMENT

Submitting Marketing Photo/Video Requests



The Workflow

Help Guide the Photographer/Videographer



Discuss & Plan: Set Expectations

- Select theme, style, and look of the shoot
- Develop the creative scope of the project
- Communicate their ideas
- Submit ideas/vision of the shoot
- Address any concerns
- Ask questions in return



Itinerary Questionnaire

- Sent out at the start of every photo request
 - Where the photos will be used,
 - Reference or inspiration photos
 - Goal for the campaign or project the images
 - What response you want viewers to have
 - Other clarifying questions



GOOD Example: Photo Request Itinerary

EVENT: Family Child Care Provider of the Year Award, Yokota AB Japan

PURPOSE OF EVENT: Acknowledgment of Excellence as the 2024 Family Child Care Provider of the Year

KEY LEADERSHIP ROLES:

374 MSG/CC Presenting the FCC Provider of the Year with a Tori Gate

374 FSS/DD Attendee

374 FSS/FSY Attendee

DATE & TIME:

24 Feb 2025 @ 1100 Award Presentation

24 Feb 2025 @ 1110 Photo Opportunity

LOCATION: Tower 2000, 7H - Provider's home

ADDRESS: Ceremony Participants: UOD

Civilians: Business Casual

KEY PERSONNEL IN ATTENDANCE: 374 MSG/CC, 374 FSS/DD, 374 FSS/FSY

Answers Who, What, Why, When & Where and How

GOOD Example: Timeline Breakdown

Culinary Training Day 4 Schedule

- 0700 0750: Principles of Meat
- 0800 0850: Poultry
- 0900 0950: Breakfast
- 1000 1050: Cookies
- 1100 1215: Lunch
- 1215 1700: Preparation/Cooking (clean as you go)
- 1600 1640: Judging Products (internal)
- 1640 1715: Clean-Up

Culinary Training Day 5

- 0700 0750: Vegetables
- 0800 0850: Garnishing
- 0900 0950: Nutrition
- 1000 1115: Preparation/Mise en Place
- 1115 1230: Lunch
- 1220 1600: Preparation/Cooking
- (clean as you go)
- 1600 1700: Judging Products (FSS Command)
- 1700 1740: Certificates
- 1740 1815: Clean-Up

Lists out activities for the Culinary Fundamentals Training Course

Final Images Culinary Fundamentals Training Course









GOOD Example: Timeline Breakdown

Î	March 9	March 10	March 11		March 12		March 13	March 14	March 15	March 16
JST	Staff + Ambassadors Arrive	Ambassador Summit + Setup + Media Arrival	PACAF Players Arrive + Setup	Broadcast	Media	Practice	Day 1 Competition	Day 2 Competition	Day 3 Competition	All depart home
7:30 AM				,						
8:00 AM					Players + Staff Arrival		Players/Staff Arrival	Players/Staff Arrival	Players/Staff Arrival	
8:30 AM			Staff Arrival		Briefing		Briefing	Briefing	Briefing	
9:00 AM		Staff Arrival	Media Setup & Player Arrival	Broadcast Setup & Testing	JBER Media	Misawa, Osan Kadena, Yokota Practice	Warmups	Warmups	Warmups	
9:30 AM		Ambassador Summit					0930: Round 1 Round Robin	0930: Upper Bracket R1	0930: Lower Bracket R2	
10:00 AM 10:30 AM					Eielson Media					
11:00 AM 11:30 AM					Anderson Media		1045: Round 2 Round Robin	1045: Upper Bracket R1	1045: Lower Bracket R2	
12:00 PM 12:30 PM					Hickam Media		1200: Round 3 Round Robin	1200: Lower Bracket R1	1200: Upper Bracket Final	
1:00 PM										
1:30 PM					Lunch Break		Lunch Break		47/5/1	
2:00 PM 2:30 PM					Misawa Media		4745 0	1315: Lower Bracket R1	1315: Lower Bracket R3	
3:00 PM					CHOI 300V PHOS	JBER, Eielson,	1315: Round 4 Round Robin	1430: Upper Bracket R2	1430: Lower Bracket Final	
3:30 PM				Broadcast Rehearsal	Osan Media		1430: Round 5 Round Robin	1545: Upper Bracket R2		
4:00 PM				Onstage testing	Kadena Media	Anderson, Hickam Practice	1430: Round S Round Robin		1545: Grand Final	
4:30 PM 5:00 PM				Broadcast Setup & Testing			1545: Round 6 Round Robin	End of Day		
5:30 PM					Yokota Media			Eliu oi bay	Trophy Celebration	
6:00 PM		End of Day	End of Day		End of Day		End of Day		200 - 200 - 100 -	
6:30 PM									Event Teardown	
7:00 PM									End of Day	
7:30 PM					4	5				

Schdule for the Esports Championship

Final Images

PACAF Esports Championship



Final Images Valentine's Day Dinner







