

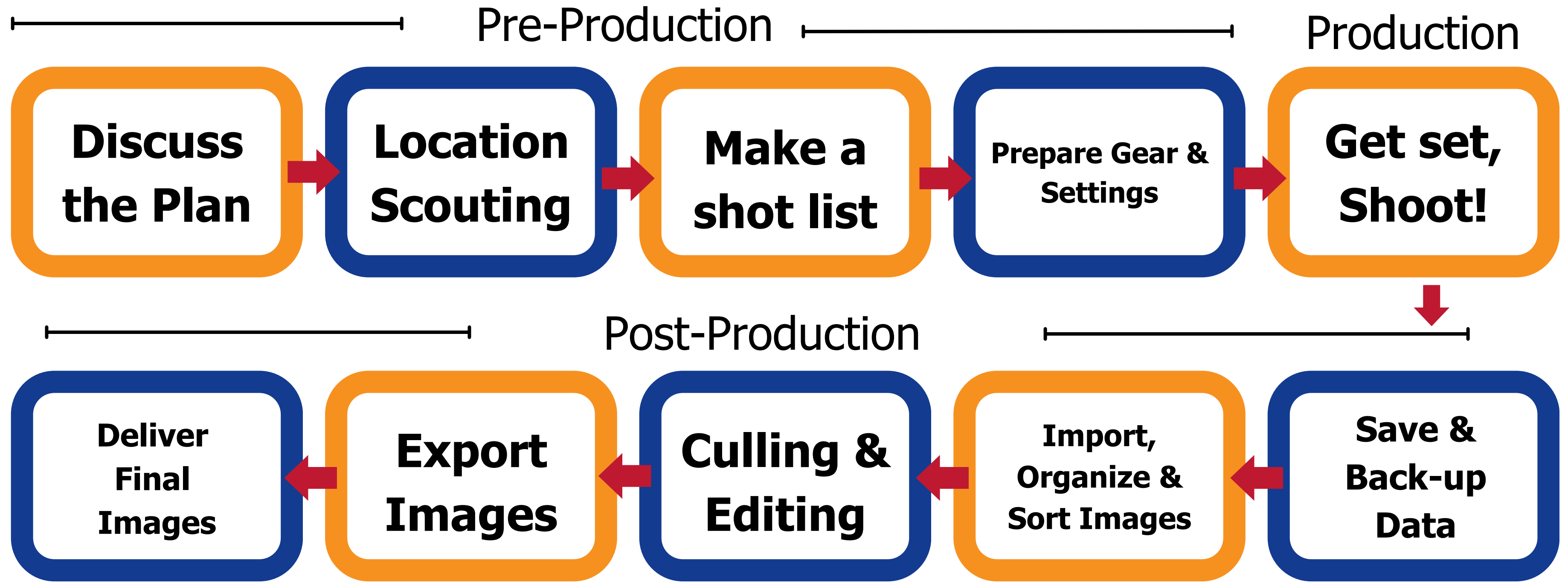
374 FSS MARKETING DEPARTMENT

Submitting Marketing Photo/Video Requests



The Workflow

Help Guide the Photographer/Videographer



Pre Production

Discuss & Plan: Set Expectations

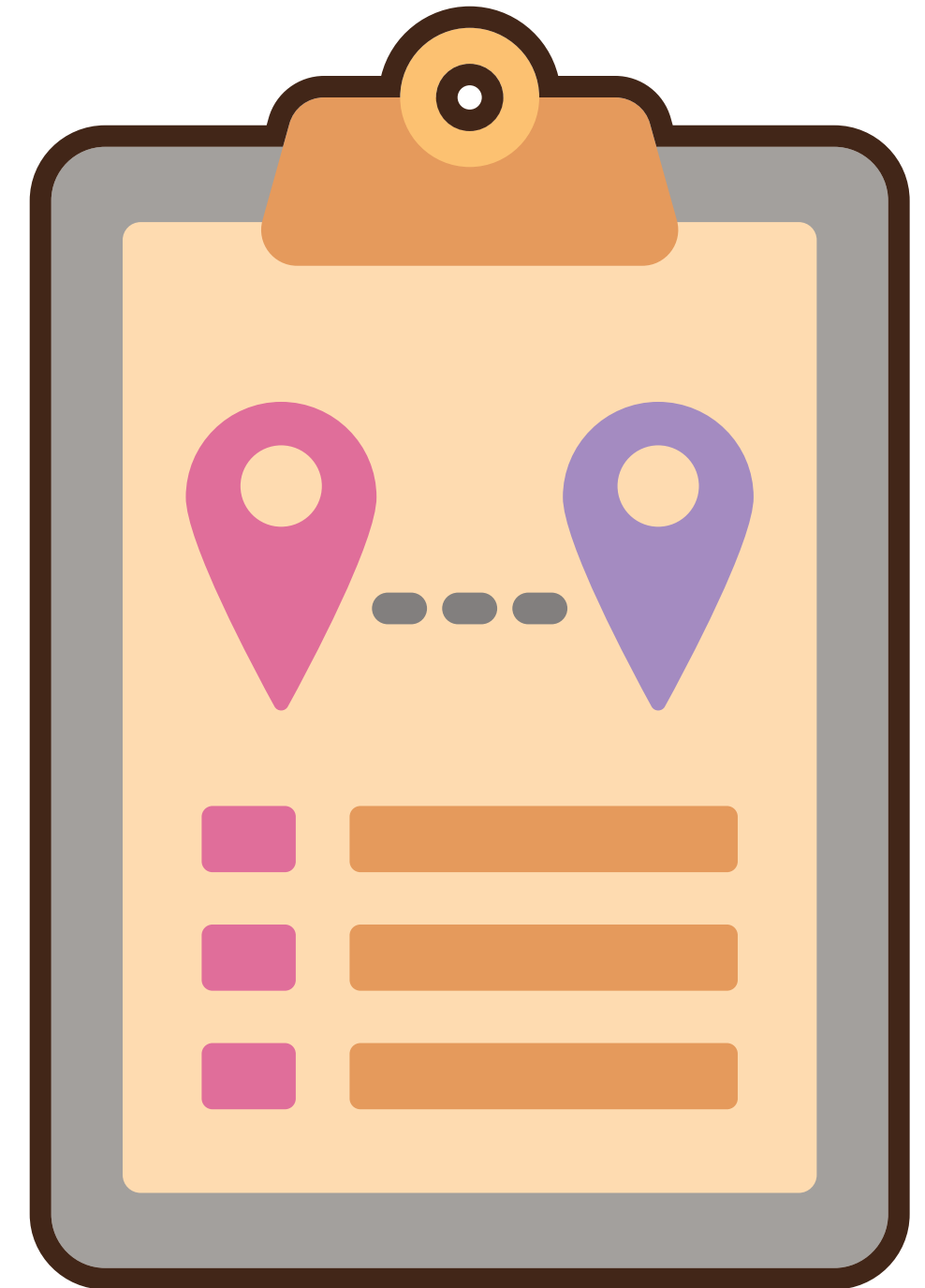
- Select theme, style, and look of the shoot
- Develop the creative scope of the project
- Communicate their ideas
- Submit ideas/vision of the shoot
- Address any concerns
- Ask questions in return



Pre Production

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



Pre Production

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

Pre Production

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



Pre Production

GOOD Example: Timeline Breakdown

JST	March 9	March 10	March 11		March 12		March 13	March 14	March 15	March 16
	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										
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Schdule for the Esports Championship

Final Images

PACAF Esports Championship



Final Images

Valentine's Day Dinner

