Client Project Assignment Details: Total Points: 150

This assignment is unlike any other that you have ever worked on, in your college life. Most of you would be working for a client at some stage in this profession but your normal coursework lacks this experience. This assignment exposes you to the real life situation of working for an actual client.

Our client for this semester is WKAR, our local Public Broadcasting Station. Each of the eight groups in our class will produce a video feature (interstitial), under the guidance of our esteemed partners at WKAR. To retain consistency and to safeguard the calendar, only the Sony NX-5 cameras can be used for this assignment.

Each group will be assigned a topic area, and has to abide by the following guidelines.

- The interstitial should be: 90 long
- There will be a common in and out, with only the contact information and the credits.
- Each piece with have at least two interview segments: One with a primary representative of the organization and the other(s) with a 'user' of the service
- The pieces should be as evergreen as possible - they will air for a year
- There can be no "calls to action" or "qualitative" language
- The content should include background/history information, operational description, impact explanation, and contact info, e.g. typically a website
- Each piece should be aimed at a mass general audience
- Each piece should have 'actionable' information of use to our viewers

Here is a list of each group matched to their assigned organizations:

<table>
<thead>
<tr>
<th>Group name</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seal Team #4</td>
<td>Haven House</td>
</tr>
<tr>
<td>Sam’s slaves</td>
<td>The Listening Ear</td>
</tr>
<tr>
<td>Fancy sauce</td>
<td>Boys &amp; Girls Club</td>
</tr>
<tr>
<td>Fantastic Four</td>
<td>Habitat for Humanity</td>
</tr>
<tr>
<td>The Pokemon</td>
<td>Potter Park Zoo</td>
</tr>
<tr>
<td>One of 8</td>
<td>Capitol Area Humane Society</td>
</tr>
<tr>
<td>Electric Thunder</td>
<td>Fenner Arboretum</td>
</tr>
<tr>
<td>Les Filles de Pancakes</td>
<td>Meals on Wheels</td>
</tr>
</tbody>
</table>

In case there is a lack of progress with the originally assigned organization, the group could work with one of the following organizations, after consulting with your client and the instructor.

The Elder Law Care
Recycling and Surplus center of MSU
Ronald McDonald House
Foster Care
Refugee Center
You will receive a letter of introduction from WKAR, which you will use to establish a rapport and get your interviews and footage.

The following are the detailed milestones for this project:

9/10/13: Client Introduction and project orientation in class

9/19/13: Project treatment and plan of action, due before 10PM in Angel drop box.

10/8/13: Draft one for review before 3PM, as a full resolution export. Clients will offer an in class critique for all drafts.

10/22/13: Draft two for review before 3PM, as a full resolution export. Clients will offer an in class critique for all drafts.

10/31/13: Final submission before 3PM, as a full resolution export.

11/5/13: Peer evaluations due before 10PM in Angel drop box.

Goodluck!

Amol