

DUKE TV MEDIA PREP SHEET



THIS PREP LIST WILL HELP YOUR DUKE TV EXPERIENCE GO AS SMOOTHLY AS POSSIBLE AND YOU GET THE MOST VALUE FOR YOUR TIME AND FUNDS

I N T E N T I O N

INTENTION IS EVERYTHING. THINK ABOUT YOUR PROJECT AS IF IT IS ALREADY COMPLETED...WHERE IS IT BEING VIEWED? WHO'S VIEWING THE PROJECT? WHERE ARE THEY VIEWING THE PROJECT. THESE THINGS MATTER AND

FROM START TO FINISH YOUR INTENTION MUST BE THERE AS WELL IN ORDER TO MAKE SURE YOUR PROJECT IS COMPLETE AS YOU SEE FIT ASK TO SEE REPLAY...AS A MEMBER OF OUR TEAM FOR THE SCHEDULE TO BE VERBALIZED...ASK FOR THE TIME. THESE HABITS ALLOW FULL TRANSPARANCY AND WILL PUT EVERY MEMBER OF THE TEAM AT EASE ONE OUR SHOOT DAY (S) ARE OVER. OUR JOB AS YOUR CONTENT CURATORS WILL BE TO SET THE RIGHT PATH AND LEAD US TO THE FINAL DESTINATION OF CONTENT THAT ALINES WITH THE ORIGINAL INTENT BUT ITS IMPORTANT TO US THAT YOU SEE THE MAP AS WELL. KNOW AND LEARN HOW THE LITTLE "FRAMES" WILL LEAD TO THE FULL PICTURE.

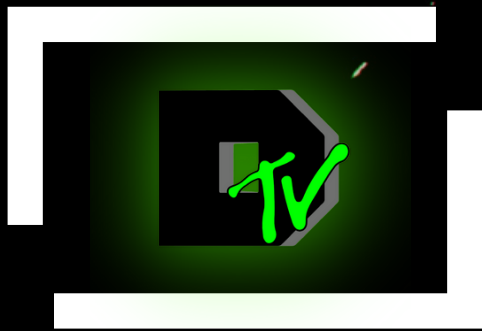
Y O U R L O O K

LOOKS ARE IMPORTANT. KEEP IN MIND WHAT YOU'RE WEARING FOR YOUR SHOOT DAY. OUR GOAL IS TO MAKE A MOMENT LAST FOR FOREVER.



THINK ABOUT YOUR FAVORITE VIDEO OR YOUR FAVORITE PHOTOS THAT HAVE SHOWN UP ON YOUR TIMELINE OF RECENT. YOU WANT TO MAKE SURE YOUR LOOK EITHER FITS THE TIMES OR IS TIMELESS ENOUGH TO OUTLAST THE MOMENT. EXAMPLE IF WE ARE WORKING ON A EXCITING MUSIC VIDEO MAKE SURE YOUR HAIR/JACKET/ & OR AURA MATCHES THE TRACK.

BRING EXTRA CLOTHING, BRING EXTRA ACCESSORIES, AND MORE IMPORTANTLY BRING THE CORRECT ENERGY! THE RIGHT SHOT CAN TAKE MORE TAKES THAN YOU THINK AND IT'S IMPORTANT TO KEEP YOUR HEAD HIGH AS WE GO THROUGH THE MOTIONS



P R A C T I C E M A K E S P E R F E C T

THIS PHRASE ISNT A JOKE.

YOUR PRESENCE ON CAMERA DOES NOT COME OVER NIGHT. PRACTICE USING YOUR PHONE, PRACTICE IN FRONT OF THE MIRROR, AND PRACTICE IN FRONT OF THE MIRROR

TRY YOUR MOVES FOR YOURSELF. DO YOUR MOVES LEAVE AN IMPRINT IN YOUR MIND? THINK IMPRESSIONS! LOOK CONFIDENT IN ALL YOUR MOVES EVEN IF YOUR'RE NOT. IT CARRIES THROUGH ANY LENSES. THIS MEANS FOLLOW THROUGH IN YOUR MOTIONS , SMILES (IF APPLICABLE), AND PURE CONFIDENCE IN YOUR INTENTION FOR YOUR CONTENT.

FOR MANY THESE THINGS DONT COME EASY AND DUKETV UNDERSTANDS THAT. JUST THINK ABOUT THE MOMEMENTS OF YOUR LIFE THAT YOUR CONFIDENCE SHOWS. IS IT WHILE SINGING YOUR FAVORITE SONG? HOW ABOUT WHEN YOU HAVE A FRESH CUT? OR WHEN YOU HAVE ON A NEW OUTFIT? THINK ABOUT THAT THING THAT GETS YOU GOING AND COME TO SET READY TO MAKE MAGIC.