

MUSIC VIDEO SPEC SHEET

To Music Video Production Community Members:

On Friday, July 11th 1997 MVPA Board Members and members of the Code of Conduct Committee met with video commissioners to develop a Music Video Submission Spec Sheet. Upon completion, the organization will recommend that all record label video commissioners use this sheet when requesting treatments/ concepts for music videos.

The plan to develop the spec sheet came out of a June 19th forum with numerous music video directors, video commissioners and production company owners where industry grievances were aired and issues addressed. The spec sheet is designed to accomplish the following tasks:

Standardize the treatment submission process from label to label and production company to production company so that the general skill levels of our entire industry can improve and many simple problems in the production process can be eliminated.

Begin the discussion of any potential project at a higher level of communication, thus saving time for all involved.

Create a paper trail which will help production companies protect creative rights.

Create a paper trail which will provide back-up and evidence for video commissioners when they need to approach record label executives for overages, copyright issues, etc...

Provide production companies with more information on who they are submitting against so they may better evaluate the projects value in relationship to their time and creative resources.

Provide Directors and Production Companies with a stronger sense of the creative slant of the project.

Provide video commissioners with a means to receive treatments in a more timely fashion.

Sample Spec Sheet

Artist:	Budget:
Shoot Dates:	Track(s):
Locations:	Lyrics Included? Artwork/ References Included? Artist available to speak with director?
Brief Description:	
Treatment Due:	
Rough Cut Due: Masters Due:	Delivery Requirements:

The Following elements will be furnished by Record Label (L) or Production Company (P) as indicated:

L	P		L	P	
<input type="checkbox"/>	<input type="checkbox"/>	Artist/ Band Instruments	<input type="checkbox"/>	<input type="checkbox"/>	Production Insurance
<input type="checkbox"/>	<input type="checkbox"/>	Artist Stylist: _____	<input type="checkbox"/>	<input type="checkbox"/>	Other Insurance: _____
<input type="checkbox"/>	<input type="checkbox"/>	Artist Wardrobe Expenses: \$ _____	<input type="checkbox"/>	<input type="checkbox"/>	Playback & Master Audio Elements
<input type="checkbox"/>	<input type="checkbox"/>	Artist Make-Up: _____	<input type="checkbox"/>	<input type="checkbox"/>	Closed Captions
<input type="checkbox"/>	<input type="checkbox"/>	Artist Hair: _____	<input type="checkbox"/>	<input type="checkbox"/>	AFM Fees
<input type="checkbox"/>	<input type="checkbox"/>	Artist Travel/ Accomodations? \$ _____ From _____ Where; _____	<input type="checkbox"/>	<input type="checkbox"/>	SAG/ AFTRA Talent P & W
<input type="checkbox"/>	<input type="checkbox"/>	Wrap File Duplication			

Directors Scripting:	
Treatment Due:	
Production Notes & Comments:	Awarded to:
	Follow-Up: