

PROJECT DESCRIPTION

VETERANS ADMINISTRATION, PRIVACY AWARENESS TRAINING VIDEO

RELEVANT SERVICES PROVIDED

- Multimedia Training Vehicle for Education Purposes
- Direct VA Experience
- Training for a Wide Audience

CLIENT

Veterans Administration

PROJECT DATES

July 2006 – March 2007

SYNOPSIS

In the Summer of 2006, Penobscot Bay Media (PenBay) was subcontracted by Emesec Inc. to research, write, and produce a Privacy Awareness training film for the Veterans Administration (VA) in Washington DC.

In response to the epic breach of veterans' privacy, when 23.5 million names were leaked when a laptop containing the data was stolen from an employee's home, the VA urgently needed to increase awareness about Privacy policy within the sprawling departments of Veterans Affairs.

PenBay conducted interviews with key personnel at the VA to assess the efficacy of various media messages. Working collaboratively with the VA Privacy Partners, PenBay drafted a tentative script that was distributed to the privacy team. After a couple of weeks of revisions, the final script was approved and the real business of production began.

Casting calls, location scouts, were scheduled and conducted. The program was designated for high definition (to future proof) although the final delivery was standard definition, but the choice to shoot in hi def provided much more latitude for color correction, which was helpful when the weather was not, given the consistent rain throughout the shoot. Our clients were on site for the entirety of the shoot and despite the raw, chilly weather enjoyed the chance to see firsthand the script come to life.

Response to the film has been superlative. Several of the privacy partners echoed the sentiments of the program manager when she said, "It's so much better than we had hoped for, an excellent film." All of the deliverables for VA Privacy Training Video 'Protecting Those Who've Protected Us', were produced at our in-house production facilities, Post Office Editorial.

