



LOCATION SCOUTING

- o Be creative but realistic.
- o The right location supports your video's message and provides the practical amenities for the shoot.
- o Figure out what type of location you're looking for before starting your search.
- o Tap your connections to source locations – friends, family, church community, and social media networks.
- o Don't visit every location. Only scout the locations that meet the minimum requirements and fit your story aesthetic.
- o You may need two location scouts: one to select the location and one to figure out the technical needs.
- o Moving to another location is costly and time-consuming. Try to shoot everything in a single location.
- o Remember the needs of the crew. Facilities for eating, sitting, and using the bathroom are non-negotiable.
- o No location is worth sacrificing the basic welfare of your crew.
- o Location scouting is one of the few instances when it's better to ask for permission rather than forgiveness.
- o Schedule your scout around the same time of day as your shoot so the conditions will be similar.
- o The more space, the better.
- o Take photos and videos from every angle possible.
- o Consider the amount of electricity your equipment will use and make sure the space can accommodate.
- o Prioritize places with free on-site parking close to the entrance.
- o The location should be reasonably accessible for the crew & vehicles.
- o Don't waste time trying to solve a logistical problem that is unique to a single location. There are plenty of other sites in the sea.
- o An outdoor shoot is ALWAYS a gamble. Have a back-up plan.
- o Consider the weather and environment around the location. Even if you're inside, rain on a tin roof is disruptive.
- o Be mindful of noise and continuity issues, inside and outside. Ask what day they cut the grass.
- o Put ALL location and monetary agreements in writing.
- o Closing down streets for a shoot is HARD.
- o Even with a permit, some elements surrounding a location will be beyond your control.
- o Location info for crew should include written directions AND an aerial view map of the location, with highlighted travel routes.
- o Be a good steward of the space, and clean up after yourself.
- o When possible, hire a location scout and/or coordinator.
- o Keep a running list of locations for future video shoots.
- o Get a phone number for each location contact.