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## Advice to Freelancers/Broadcasters/NGOs

*At A24 media we specialize in making short productions for television.  
These are our requirements:*



### Footage

- ✦ The footage we receive is the most important part of our work.
- ✦ We require high quality images that we would be successful in selling to various media houses around the world.
- ✦ The footage you provide should be clear.
- ✦ Your camerawork must not be shaky and the lighting should be good.
- ✦ There must be a variety of shots with a good sequence to complete a story.
- ✦ There must not be any subtitles or logos on the footage you provide us with.
- ✦ Preferred format:
  - RAW footage with a detailed script
- ✦ Other options:
  - (a) Finished stories on a split track (to use voice over to generate scripts)
  - (b) Finished stories as is



### Scripts

- ✦ The scripts must be detailed with additional information and not only explain the footage but why it is important to do a story on this specific topic, i.e. what it's about.
- ✦ The scripts must contain interviewee's names & title and a transcript of the interview.



### Additional Information

- ✦ The stories must make interesting viewing for people around the world, not just in Africa. An international point of view must be taken into consideration.
- ✦ The stories should try and be timeless – we should be able to use them on any date in any year.
- ✦ We would like to receive stories about everything; business, wildlife, sports, environment, culture, current affairs, only in africa, films and african leaders.
- ✦ The format we operate with is DV. We accept DVcam, miniDV and HDV tapes. Other files we support are Quicktime Movie files (.mov or .mpeg), Betacam, DVD - Quicktime or AVI files.
- ✦ WE DO NOT ACCEPT DVD in movie forms.
- ✦ We can get content through File Transfer (FTP) - provided by us or via DHL Courier Services.



**For more information contact**

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