



SourceAmerica Impact Awards

Video Production Guide

Award winners will have the opportunity to be featured in a professionally produced video showcasing their impact and achievements. These videos are an important part of the Impact Awards program and require collaboration between your organization, your customer (if applicable), and SourceAmerica's production team. This guide explains what to expect, so you can begin thinking ahead should your nominee be selected.

Timeline

While dates vary each year, the general production schedule is as follows:

December

- Winner notifications
- Winner kickoff meeting with the production team
- Preproduction interviews and story development
- Initial planning for filming locations and participants
- Collection of releases and filming permissions

January – February

- On-site filming and interviews
- B-roll footage captured at your organization and potentially at other locations (e.g. customer sites, etc.)

March – May

- Video editing and post-production
- Collection of any outstanding releases
- Title and name verification
- Final quality review

Expectations of the Nominating NPA

Producing an Impact Awards video is a collaborative process. If your nominee is selected, your organization should expect to:

- Participate in planning meetings
- Help identify interview participants
- Coordinate filming schedules
- Assist with location logistics
- Help obtain any necessary filming or photography permissions, including customer permissions
- Review names, titles, and organization information for accuracy

Start Thinking About Filming Locations

One of the biggest factors in a successful production is selecting meaningful filming locations. Consider places that best tell your nominee's story, such as:

- Your headquarters
- Regional or local offices
- Community settings
- Customer or partner sites
- Personal locations (home, etc.)

If customer sites or partner facilities are involved, begin thinking about whether filming would be permitted and who would need to approve it and any wider video publication.

Filming Permissions

Keep in mind that many filming locations require advance approval. Depending on the location, permissions may include:

- Gaining facility access
- Customer approval of filming and any wider video publication
- Building management approval
- Security clearances
- Photo or video authorization
- Parking or loading access for the film crew

Thinking about these elements early in the process can help ensure a smooth and successful video shoot.

Interviews

Who might be interviewed? Award videos often include interviews with:

- The nominee
- NPA leadership
- Customer leadership
- Supervisors
- Colleagues
- Family members or personal connections
- Customer partners
- Community partners
- Individuals impacted by the work or mission

Not everyone identified will necessarily appear in the final video, but having several options helps create the strongest story.

Releases and Permissions

Before filming can begin, we will need written permission, through email or any required forms, from the nominee's employer and/or customer worksite authorizing on-site photography and/or filming, along with approval to present the resulting footage during the Impact Awards Banquet. We will also seek written permission to share the content through SourceAmerica's website, social media channels, and media outreach activities. While our intent is to maximize opportunities to celebrate and spotlight award recipients, we recognize that some organizations may have restrictions on public use of photos and video, and we will work within those requirements as needed. Our production team will guide your team through these requirements.

FAQs

How long does filming take?

Filming timelines vary depending on the story being told, the number of interview participants, and the locations involved. Most productions require one to two days of filming, though some may take longer if multiple locations or additional interviews are needed. During filming, individuals are typically pulled briefly from their normal duties for interviews or to capture workplace footage (B-roll). Our production team will work with you in advance to build a schedule that minimizes disruption to normal operations.

Will we be able to review the final video?

Organizations will be asked to verify names, titles, and other factual information for accuracy. Formal review of the final video by the winner's organization is generally not part of the production process. Final creative and editorial decisions are made by the SourceAmerica production team.

What if we need special permission to film?

Some locations require approvals in advance, particularly customer sites, partner facilities, government locations, or secured buildings. If special permissions are needed, please let the production team know as early as possible. Please note that filming in nonpublic spaces on government property always requires advance written approval, usually from the Public Affairs Office. Your organization will play an important role in helping identify approval requirements and connecting the production team with the appropriate contacts. Early planning helps avoid scheduling delays and ensures all necessary permissions are in place before filming begins.

Will our customer be required to participate?

Not necessarily. Customer participation can help strengthen the story, but every production is different. The production team will evaluate the best approach based on the nominee's accomplishments, available participants, and the overall story being told.

What happens if our winner recognition includes a slideshow video instead of a fully filmed video?

Some winners may be recognized through a professionally produced slideshow-style feature rather than a fully filmed video. In those cases, the production team may request professional photography, B-roll video clips, existing photos, or other visual materials instead of conducting a full video shoot. Specific requirements will be discussed during the initial production process.

What should interview participants wear?

Interview participants should plan to wear professional attire that reflects their role and work environment. Solid colors typically work best on camera. Clothing with small patterns, logos, or distracting graphics should be avoided when possible.