

Production Checklist

version as of 18 Sept. 2006

N=For Newsmarket; U= For UNIFEED; V= For Vodcast; G= For Google

Job Number <ul style="list-style-type: none"> Assigned by production manager in NYHQ N 	JN 7316		
Alert headline / Title of story <ul style="list-style-type: none"> 85 character limit N U V G 	UNICEF: <i>State of the World's Children 2008</i> – Combating malaria in Kenya		
This video is for... <ul style="list-style-type: none"> Type an X in each box that applies 	The Newsmarket	UNIFEED	Vodcast and Google
	x	x	x
Caption for jpg <ul style="list-style-type: none"> 85 character limit N 	A mother watches as her child receives treatment for malaria in Kenya		
Intro text describing story <ul style="list-style-type: none"> 400 character limit FIRST 150 pulled as synopsis N U V G 	UNICEF's flagship report, <i>The State of the World's Children 2008</i> , highlights the vital importance of community-based child health initiatives. In Kenya, UNICEF, the government of Kenya and partners encouraging the use of insecticide treated bed nets (ITN's) as a deterrent to protect children from malaria.		
Source <ul style="list-style-type: none"> This does not change N U G 	UNICEF		
Usage Rights / Restrictions <ul style="list-style-type: none"> This does not change unless embargoed N 	None (unless otherwise stated as embargoed)		
Original Language <ul style="list-style-type: none"> U 	English		
Languages <ul style="list-style-type: none"> If the story is narrated write: English Narration/International N U 	English Narration, International		
Shoot city and country <ul style="list-style-type: none"> N U 	XXX Kenya		
Shoot date <ul style="list-style-type: none"> N U 	31 August 2007		
Release date <ul style="list-style-type: none"> N V G 	TBD		
Producer Name <ul style="list-style-type: none"> N G 	Sarah Crowe		
Contact Name <ul style="list-style-type: none"> This field never changes N 	Regine Kachtiane 212-326-7185 rkachtiane@unicef.org		
<ul style="list-style-type: none"> Link to UNICEF homepage N 	www.unicef.org		
<ul style="list-style-type: none"> Link to story N G 			
<ul style="list-style-type: none"> Link to press release N 			
<ul style="list-style-type: none"> Other links N 	The State of the World's Children http://www.unicef.org/sowc/		

<p>Photos</p> <ul style="list-style-type: none"> • Should be high resolution from image database • N 		
1	• File name	
	• Credit	
	• Caption	
2	• File name	
	• Credit	
	• Caption	

<ul style="list-style-type: none"> • Running Time • Narrator Name 	2:38	
	Sarah Crowe	
	<p>Script</p> <p>A quiet marvel is being unveiled in Kenya. In the past 5 years, thanks to Government and partners, increased access to long lasting insecticide-treated bed has meant many more Kenyan children, like two year old Fatma, are now surviving and thriving. The biggest killer of all here, malaria, is starting to be cornered.</p> <p>Whole villages are now using nets – together with domestic spraying – it’s the most effective way to prevent malaria. But malaria is also a disease of poverty. One way to ensure that the poorest rural children have access to these bed nets is through mass distribution. A study in four rural districts in Kenya has shown that the use of such bednets has led to a 44% drop in the number of child deaths.</p> <p>SOUNDBITE (English) Dr Shalnaaz Sharif, Deputy Director of Medical Services, Kenya: “Every pregnant woman who comes to our clinic used to get a net at a subsidized cost children under 5 would get it at a subsidized cost, but the greatest impact was giving out the nets free. In the long term it will have a tremendous impact because in adults, malaria is the commonest cause of absenteeism from work, so it will lead to greater productivity.”</p> <p>Along the humid coastal region in epidemic prone areas like Mombasa, an average family would spend about 20 dollars a year on malaria treatment. Now, free malaria treatment is available for children nationwide.</p>	<p>Shotlist</p> <ol style="list-style-type: none"> 1) Pan women unfurling net 2) CU baby under net 3) WS boys playing soccer 4) OS nurse handing out net 5) WS nurse opening net 6) OS nurse opening net 7) MCU women watching 8) MS nurse holding open net 9) OS mother and baby watching 10) CU mother through net 11) SOUNDBITE (English) Dr. Shalnaaz Sharif, Deputy Director of Medical Services, Kenya: “Every pregnant woman who comes to our clinic used to get a net at a subsidized cost children under 5 would get it at a subsidized cost, but the greatest impact was giving out the nets free. In the long term it will have a tremendous impact because in adults, malaria is the commonest cause of absenteeism from work, so it will lead to greater productivity.” 12) WS ship leaving harbour 13) WS arch to sea 14) Pan Tilt reflection to Maasai tribesman 15) WS hospital 16) Tilt women to hospital sign 17) WS women and child enter office 18) CU pull focus pen to child 19) WS nurse injecting child 20) CU nurse injecting child 21) WS mother and child in ward 22) CU doctor setting up drip 23) CU doctor inserting drip 24) MWS mother fanning child 25) CU mother fanning child

	<p>Six year old Simon has all the signs of the deadly disease. Too weak to sit or stand, he's treated and admitted free of charge. Usually there would be at least 10 patients a week admitted here. Simon is the first in two weeks. The nurses and Simon's mother are delighted. Free treatment has meant that mothers now bring their children to the hospital at the first signs of the killer disease, making it easier to treat, easier to save lives.</p> <p>SOUNDBITE (Swahili), Mariam Lungo, Mother: "I came here because I knew the treatment was free and I can trust the government hospitals. I know I won't get fake treatment, I am going to make sure he sleeps under the net from now on."</p> <p>The next steps for Kenya now will be to ensure that all have access to insecticide treated bed nets and make the country a true African role model in conquering malaria.</p>	<p>26) SOUNDBITE (Swahili), Mariam Lungo, Mother: "I came here because I knew the treatment was free and I can trust the government hospitals. I know I won't get fake treatment, I am going to make sure he sleeps under the net from now on."</p> <p>27) WS house and palm trees</p> <p>28) WS material on washing line</p> <p>29) MWS woman tucking in net</p> <p>30) WS kids on ferry</p> <p>31) WS people leaving ferry</p> <p>32) WS people leaving ferry</p>
<ul style="list-style-type: none"> • International version split track • Running Time 		
	<p><u>Script</u></p> <p>Same as above</p>	<p><u>Shotlist</u></p> <p>Same as above</p>
<ul style="list-style-type: none"> • Video news footage 1 • Running Time 	<p>2:26</p>	
	<p><u>Shotlist</u></p> <ol style="list-style-type: none"> 1) CU woman's hands hanging net 2) CU woman's face 3) MS women hanging net 4) CU hands tying net 5) CU woman's face 6) MWS woman tucking in net 7) MWS woman putting baby on bed 8) MS woman unfurling net 9) CU baby under net 10) WS nurse opening net 11) OS nurse opening net 12) OS woman watching demo 13) MS nurse through net 14) MCU women watching 15) CU woman watching 16) CU woman through net 17) WS nurse folding net 18) WS nurse handing out nets 19) MWS nurse handing out net 20) OS nurse handing out net 21) Pan mother to child 22) WS nurse handing out net 	

	23) WS mother and child 24) WS arch and ocean	
<ul style="list-style-type: none"> • Video news footage 2 • Running Time 	2:31	
<p>UNICEF PSA</p> <ul style="list-style-type: none"> • Note to NewsMarket: Always annotate PSAs running time as TRT: 30 seconds <p>UNICEF Interview Running Time</p> <ul style="list-style-type: none"> • Name of person being interviewed • Name of person's organization • Person's title 	<p><u>Shotlist</u></p> <p>25) CU dirty water 26) Tilt reflection to man 27) CU cannon 28) WS fort 29) Pan sign to hospital 30) WS kids on ferry 31) WS people leaving ferry 32) Pan dock to crowds on ferry 33) WS ship leaving harbor 34) WS house and palm trees 35) WS washing line 36) WS mother and child enter nurse's office 37) CU nurse 38) CU mother 39) CU child 40) OS nurse writing 41) CU nurse writing 42) Pull focus pen to child 43) WS getting, medicine 44) CU getting gloves 45) WS putting on gloves 46) CU using glove as tourniquet 47) CU preparing injection 48) WS injecting child 49) CU injecting child 50) CU mother 51) WS filling syringe 52) CU filling syringe 53) WS injecting child 54) CU injecting child 55) WS mother and child with healthcare worker</p>	
	Xxx	
	Xxx	
	Xxx	
	xxx	
	<p><u>Script</u></p>	

Job Number <ul style="list-style-type: none"> Assigned by production manager in NY 	JN				
This radio is for... <ul style="list-style-type: none"> Type an X in each box that applies 	The Newsmarket	UNICEF.org	Podcast	OneWorld	PRX
Text for Radio Blurb <ul style="list-style-type: none"> Goes under radio asset tab 					
Release date					
Producer Name					
Contact Name <ul style="list-style-type: none"> This field never changes 	Blue Chevigny 212-326-7370 bchevigny@unicef.org				
UNICEF Audio Package					
<ul style="list-style-type: none"> Running Time Narrator Name 	<u>Script</u>				