

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 8238		
Alert headline / Title of story <ul style="list-style-type: none"> 85 character limit N U V G 	UNICEF and ECHO lessen effects of drought in northern 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 	Nangolol Esekon carries home her daughter, Narutom, after treatment for malnutrition.		
Intro text describing story <ul style="list-style-type: none"> 400 character limit FIRST 150 pulled as synopsis N U V G 	<p>Life is a constant struggle for the nomadic Turkana people of northern Kenya. This remote, vast and impoverished region has suffered severely from drought in recent years.</p> <p>In response, UNICEF is working with the European Commission Humanitarian Aid Department, also known as ECHO, to alleviate the toll that drought takes on an already fragile people.</p>		
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		
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 	Lokichoggio, Kenya		
Shoot date <ul style="list-style-type: none"> N U 	17 November 2008		
Release date <ul style="list-style-type: none"> N V G 	20 April 2009		
Producer Name <ul style="list-style-type: none"> N G 	Chris Niles		
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 	http://www.unicef.org/infobycountry/kenya_49366.html		
<ul style="list-style-type: none"> Link to press release N 			
<ul style="list-style-type: none"> Other links N 			

<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	

<p>UNICEF video news package English voice-over mono mix</p>		
• Running Time	2.10	
• Narrator Name	Chris Niles	
	<p><u>Script</u></p> <p>For the Turkana people of northern Kenya life is a constant struggle. This remote and vast region is one of the poorest in the country—97 per cent of families live on less than a dollar a day.</p> <p>Sot Vicki Jerop Binott Nutritionist Samaritan’s Purse <i>“They have a problem with food shortage they have medical conditions. They are starving most of them.”</i></p> <p>Nagolol Esekon has brought her daughter Narutom to the UNICEF-supported Samaritan’s Purse Stabilization Centre in Lokichoggio.</p> <p>Narutom is diagnosed with malnutrition and malaria. And put on an intensive feeding regimen.</p> <p>She is one of the more than thirty thousand children and women that the centre has treated since opening</p>	<p><u>Shotlist</u></p> <p>SHOTLIST:</p> <ol style="list-style-type: none"> 1. WS Turkana women and children waiting on line for food. 2. WS Turkana child carrying a baby 3. Sot Vicki Jerop Binott, Nutritionist Samaritan’s Purse (English) <i>“They have a problem with food shortage they have medical conditions. They are starving most of them.”</i> 4. MS Nagolol Esekon with daughter Narutom at stabilization centre 5. CU Narutom 6. CU health worker mixes nutritious food 7. CU Narutom drinks food. 8. WS Nagolog and Narutom 9. MS grandmother with baby at stabilization centre 10. CU baby 11. MS feeding centre 12. CU baby 13. MS UNICEF and ECHO

in 2006.

It's just one aspect of UNICEF's nutrition programme in the Turkana region which are supported by the European commission humanitarian aid department, or ECHO.

The partnership ensures that UNICEF's programmes have the most up-to-date information about the areas of greatest need ... so that the impact of serious drought can be lessened.

SOT Yves Horent
ECHO Nairobi

"Drought is a recurrent issue in most of the northern part of Kenya and other arid areas."

ECHO and UNICEF's work ensures that children's lives are not blighted forever by the effects of drought ... because getting help at the right time is critical.

SOT Vicki Jerop Binott
Nutritionist
Samaritan's Purse

"It has a lot of impact for a grown child five years and below because it is a very crucial time for the development and growth of this child. If their development is impaired at this time it will affect the baby in the future."

Baby Narutom will not suffer the long term effects of malnutrition. After making excellent progress, she is able to come home with her mother, who is delighted in the tremendous change she has seen in just a few days. Nagolol has been given the nutritious food that her baby needs and Narutom will continue to be monitored through the centre's outpatient programme.

supplied food rations

14. CU plumpy nut boxes
15. MS Turkana women waiting on line for food rations
16. MS Turkana woman
17. MS Turkana women in line
18. SOT Yves Horent ECHO

Nairobi (English)

"Drought is a recurrent issue in most of the northern part of Kenya and other arid areas."

19. MS Turkana women on line for food rations
20. MS woman walking with baby after being weighed
21. SOT Vicki Jerop Binott

(English)

Nutritionist

Samaritan's Purse

"It has a lot of impact for a grown child five years and below because it is a very crucial time for the development and growth of this child. If their development is impaired at this time it will affect the baby in the future."

21. WS Nagolol brings her baby home after treatment
22. MS baby Nartuom plays outside her house

<ul style="list-style-type: none"> International version split track Running Time 	1.57	
	<u>Script</u> Same as above	<u>Shotlist</u> Same as above
<ul style="list-style-type: none"> Video news footage 1 Running Time 		
	<u>Shotlist</u>	
<ul style="list-style-type: none"> Video news footage 2 Running Time 		
	<u>Shotlist</u>	
UNICEF PSA <ul style="list-style-type: none"> Note to NewsMarket: Always annotate PSAs running time as TRT: 30 seconds 	<u>Script</u>	<u>Shotlist</u>
UNICEF Interview Running Time <ul style="list-style-type: none"> Name of person being interviewed Name of person's organization Person's title 	Xxx	
	Xxx	
	Xxx	
	xxx	
	<u>Script</u>	

Radio

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 					

Script