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CC discussed the story with the mentor before filming? / CC ne mentor ke saath story ko shooting se pehle discuss kiya hai ya nhi?

Yes

No

\* CC has incorporated suggestions given by Mentor during pitching? CC ne Mentor dwara diye gaye suggestions ko shooting me shaamil kiya hai ya nhi?

Yes

No

\* Does the story follow a character? Patra Adharit Kahani hai? [If story is not character based but is good, write "NA" | Agar patra adharit nahi hai lekin accha video hai to "NA" likhiye]

Yes

No

NA

\* Is the video in HD quality? Video ko HD quality me shoot kiya hai?

Yes

No

\* Does the video have strong emotion and tension and does it make you feel angry or sad or very happy? Video me emotion aur tanav hai aur video dekh kar aapko bahut gussa ya bahut dukh ya bahut khushi hoti hai?

Yes

No

\* Does the video inspire and motivate the viewer to do something to solve the issue? / Kya video aisa bana hai ki dekhne waale mudde ko solve karne ke liye kuch action karne ko motivate honge?

Yes

No

\* All important information about the story/case is in the interview or VO or P2C/ Story se sambhandit sabhi jaankari interviews ya VO ya P2C me cover ho rahe hai

Yes

No

\* Does the video show the first 2 or 3 impact process /Impact prakriya se jude 2 ya 3 step bataya gaya hai video me [Agar impact ki gunjaish nahi hai to "NA" likhiye]

Yes

No

NA

\* Does the video begin with the most powerful bite or broll? Video ki shuruat sabse powerful sound ya Broll se hua?

Yes

No

\* Does the logo, name plate, CTA etc follow the style sheet given? VV Logo, Name plate, CTA vagare jo laga hai wo office se diye gaye "Style Sheet" ke anusar hai?

Yes

No

\* If the interview has a layer of broll on it, is the sound of the broll much less than the interview? Interview ke uper agar Broll laga hai, to Broll ki awaz Interview ke awaz se kam hai?

Yes

No

\* Does the p2c or VO or interview bite cut mid sentence? VO, P2c/Interview ke sound vakya ke beech me cut kiya hai kya? [YES = -1 and NO= 1]

Yes

No

\* Consent/permission of character is taken and there is proof of it is sent to you? Sabhi patr ki anumati li gayi hai aur iska praman aapko bhejha gaya hai? [Sangeen muddo par jo video banta hai tab CCs ko pitching ke time par hi batana hai ki patr ki anumati ka footage alag se aapko bhejhe. Agar mudda sangeen nahi hai aur anumati ki zarurat nahi hai to "NA" likhiye]

Yes

No

NA

\* Questions and answers are relevant to the focus of the story/ prashan aur utar story se sambhandit hai

Yes

No

\* Interview is conversational and not formal/ Interview baat cheet ke tarkike se hai aur naaki sawal jawab

Yes

No

\* CC has asked good follow up questions/ CC ne acche se follow up prashan kiye hai

Yes

No

\* Character is comfortable while talking/ Patr baat cheet ke samay sahaj aur comfortable dikh rahe hai

Yes

No

\* Interview of government official is taken for entitlemen videos/ Ulanghan ke videos me sarkari adhikari ka interview liya hai [Ulanghan video ka matlab hai "sarkari seva aur yojana se jude" video. Agar seva aur yojana se juda video nahi hai to "NA" likhiye

Yes

No

NA

\* Names and designations of interviewees are given for all people interviewed / Sabhi patr, officer ke naam aur titles clear hai. Jiska bhi interview hoga un sabhi ke naam aur title clear hai?

Yes

No

\* Shots are relevant to the one liner/Shots story se sambhandit hai

Yes

No

\* Visual of interview with official is in the video/Adhikari ke interview ke shots hai [Agar nahi hai aur CC ne VO/P2C me explain kiya hai ki kyun nahi hai, to "NA" likhiye. Agar impact ki gunjaish nahi hai to "NA" likhiye]

Yes

No

NA

\* Camera work is steady/Camera steady hai

Yes

No

\* Camera work is creative/Shooting creative tarike se ki gayi hai [Creative ka matlab hai: aise shot jo anokha ho ya extraordinary ho. Sadharan na ho]

Yes

No

\* Camera work follows `rule of third`/Rule of third ka palan hua hai [Rule of Third ka matlab: ki shots ko achhe se framing karna. Character ko frame ke centre me na rakhe aur side me rakhe. Vagera]

Yes

No

\* Lighting is good and there is no backlight/ Lighting acchi hai aur koi backlight nahi hai

Yes

No

\* All brolls have sequences (five shots)/Brolls sequence me liye gaye hai

Yes

No

\* General establishing shots of the village taken? Gaon ka Vatavaran shots hai?

Yes

No

\* General broll of character's house taken/Patr ke ghar ka broll liya hai

Yes

No

\* P2C or VO is shot at the location/ P2C ya VO ko field (location) par shoot kiya hai [Jaha par ghatna/story ho rahi hai wahi par p2c karna zyada achha hai. Isse story behtar banegi aur CC ki pehchan bhi badhegi. Agar bina P2C ka video hai to "NA" likhiye]

Yes

No

NA

\* CC speaks with high energy, conveying passion and warmth & confidence/CC urja, lagaav aur atmavishwas ke saath bol rahe hai [Agar bina P2C ka badhiya video hai to "NA" likhiye]

Yes

No

NA

\* The CC speaks in a personal way and shares something about herself/ CC apni personal connection bata rhi hai aur wo iss mudde se yeh samuday se kaise judi hai yeh bata rahi hai [Agar bina P2C ka badhiya video hai to "NA" likhiye]

Yes

No

NA

\* P2C or VO gives good context and background to the story/P2C ya VO me mudde ki prishtbhoomi achhe se bataya hai [Agar bina P2C ka badhiya video hai to "NA" likhiye]

Yes

No

NA

\* VO or P2C gives research and data regarding the story and the research is accurate/VO ya p2c me mudde ke baare me research kiya hua dikhta hai aur jo aankde diye hai wo shahi hai. [Agar bina P2C ka badhiya video hai to "NA" likhiye]

Yes

No

NA

\* VO or P2C plugs the gaps in the interview and therefore the story is completely covered/Interview me jo jaankari ki kamiya hai usko VO ya P2C me cover kiya hai [Agar bina P2C / VO ka badhiya video hai to "NA" likhiye]

Yes

No

NA

\* CC has spoken with target official regarding the story and his response is included in the P2C or VO/CC ne sambhandit adhikari se baat kar li hai aur unka response P2C ya VO me bola hai [Agar impact ki gunjaish nahi hai to "NA" likhiye]

Yes

No

NA

\* CC is looking into the camera and not reading a script/CC camera me dekh kar bol rahe hai aur script padh nhi rahe hai [Agar bina P2C ka badhiya video hai to "NA" likhiye]

Yes

No

NA

\* Good pre roll and post roll before and after P2C/P2C ka shuruat aur anth sahi hai aur kut nhi rahe hai [Agar cut rahi hai to "NO" likhe. Agar bina P2C ka video hai to "NA" likhiye]

Yes

No

NA

\* Wherever the CC is seen in the video, those shots are well composed / Jahan bhi CC video me dikhti hai wo shots acche se liye hai [Agar bina P2C / VO ka badhiya video hai to "NA" likhiye]

Yes

No

NA

\* The viewer knows that the CC is a `bold hero` because the video shows evidence of the CC taking action/ video dekhne wale ko pata chala hai ki CC ek "sahasi hero" kyunki unko video me dikhta hai ki CC ne badlav ke liye already kya action le liya hai

Yes

No

\* ‘call to action’ is delivered in an inspiring, motivating way/CTA urja ke saath aur sahi emotion ke saath diya gaya hai taaki dekhne waale motivate ho

Yes

No

\* The CTA is done in a way that the viewer understands clearly what they can do to take action/CTA aisa ho ki video dekhne wale ko cearly pata chale ki unko kya action lena hai

Yes

No

\* The video has other people delivering a call to action, so that a sense is created of a collective desire for change in the community/ CTA CC ke alava koi aur de rha hai, taaki samuday ke log me bhi badlaav ki bhavna dikhe

Yes

No

Target official mentioned in the CTA is correct/Sambhandit adhikari ka naam aur title sahi hai [Ye mentor ko khud check karna hoga. Agar video me target official ko CTA dene ki zarurat nhi nahi to "NA" likhiye]

Yes

No

NA

Mentor has called the phone number given in CTA and checked that the number correct/CTA me diya gaya phone number sahi hai yeh Mentor ne adhikaari ko phone karke ke check kiya hai [Ye mentor ko khud check karna hoga. Agar video me target official ko CTA dene ki zarurat nhi nahi to "NA" likhiye]

Yes

No

NA

\* Audio quality of interview is good and has no disturbing noises/interview ka audio quality badhiya hai aur koi shor ya anchaha awaz nhi hai

Yes

No

\* Audio quality of broll is good and captures the natural sound of the shot/Brolls ki audio quality badhiya hai aur vatavarn ki awaaz sahi se record hua hai

Yes

No

\* Audio quality of P2C is good/p2c ka sound quality badhiya hai [Agar bina P2C / VO ka badhiya video hai to "NA" likhiye]

Yes

No

NA

\* Audio quality of VO is good and matches the sound quality of p2c/VO sound quality badhiya hai aur p2c ke sound quality ke saath match karta hai [Agar bina P2C / VO ka badhiya video hai to "NA" likhiye]

Yes

No

NA