

# A Step-By-Step Guide to MSKTC Video Development

<b>Purpose</b>	This tool outlines the MSKTC approach to developing videos. The MSKTC collaborates with model systems researchers and consumers to develop videos, which convey real life experiences of how people with SCI, TBI, and burn injury use MS research findings throughout recovery, rehabilitation, and daily activities
<b>Format</b>	This guide offers seven steps of the video production process. These videos are based on existing factsheets that are grounded in model systems research and expert consensus.
<b>Audience</b>	Researchers and video producers can use this tool as a reference as they plan the video production process.
<b>Resources</b>	Links to sample videos are included at the end of this document.

## Steps to MSKTC Video Development

**1. Identify Video Topic:** All MSKTC video topics reflect existing factsheet topics. Due to budget constraints, MS researchers must select specific factsheets to serve as bases for videos. When selecting factsheets that should have accompanying videos, researchers consider:

- a. Applicability to a broad audience.
- b. Availability of an MS center with expertise in the topic to work with MSKTC throughout the development process and to serve as the host MS center.
- c. Potential to recruit consumer participants for the video.
- d. Ability to develop an appealing storyline that will resonate with consumers.

**2. Preproduction Collaboration:** MSKTC collaborates with the host model system center on pre-production activities. This involves engaging in a series of teleconferences that typically occur between one and four times per month for two or three months. These activities include:

1. *Developing the Vision*—MSKTC and the partnering MS center engage in conversations about the topic and create a list of questions to pose to video participants.
2. *Identifying and Engaging Video Participants*—MSKTC works to engage consumer and MS researcher participants who come from different backgrounds and who can clearly, naturally, and personably convey information. MS researchers make recommendations concerning participants, and the producer conducts telephone screening interviews with prospective participants to determine fit. Before filming, MSKTC briefs participants on what to expect and explains the need to sign a release form.
3. *Planning Logistics*—This activity involves seeking any necessary institutional clearance, reserving rooms, issuing standard release forms to participants, and appointing an individual at the host MS center to accompany the producer and film crew on the day of filming.

**3. Filming:** Filming takes place in multiple settings, including offices, healthcare facilities, homes, and surrounding communities. An individual from the host MS center accompanies the producer and film crew throughout the day, and the producer collects release forms from all people who can be identified in the video.

**4. Editing:** The producer edits footage to create a story and shares the first draft of the video and the transcript with MSKTC. Using the video and the transcript, MSKTC offers feedback to the producer, and the producer updates the video.

**5. Soliciting and Incorporating Feedback:** MSKTC collects feedback from experts and consumers featured in the video and from the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR) project officer, and the producer updates the video based on that input. Next, MSKTC conducts consumer testing to obtain feedback from people with the relevant injury and their caregivers who were not involved in the production of the video. The video producer revises the video based on this feedback. After approval from the NIDILRR project officer, MSKTC distributes the video to project directors for review and commentary. The producer then finalizes the video by incorporating feedback and adding narration.

**6. Incorporating Access Features:** When the video is finalized, MSKTC adds captions to support people who are hard of hearing or deaf and video descriptions for those with low vision or are blind.

**7. Dissemination:** MSKTC issues a press release to launch the new resource. Additional dissemination outlets include MSKTC's monthly newsletter, social media, electronic mailings, and conferences focused on the video's specific topic.



## Additional Resources

All videos produced through the MSKTC can be accessed on the MSKTC website: <http://www.msktc.org>

Videos by injury type are available at:

- <http://www.msktc.org/sci/videos>—SCI
- <http://www.msktc.org/tbi/videos>—TBI
- <http://www.msktc.org/burn/videos>—Burn injury