

Shoot-Day Checklist

A companion resource for The Enterprise Video Production Playbook by William Cook

Purpose: Keep the day's priorities, permissions, change authority and media controls visible.

Use when: Opening the production day, changing the plan and closing each participant or location.

Owner: The producer, with department leads responsible for their checks.

Not for: Replacing the call sheet, permit conditions, safety briefing or department-specific plan.

Before crew call

- ■ Producer has current brief, scope, schedule and contacts.
- ■ Location access and permit conditions confirmed.
- ■ Weather and contingency decision checked.
- ■ Crew, participant and client changes reconciled.
- ■ Equipment, media and critical backups accounted for.
- ■ Client decision-maker reachable.

Load-in and safety

- ■ Building and location contact present.
- ■ Loading, parking and security rules followed.
- ■ Emergency routes remain clear.
- ■ Cables, stands and equipment secured.
- ■ Public and employee impact controlled.
- ■ Restricted rooms, screens and products marked.
- ■ Crew safety briefing completed as required.

Setup

- ■ Frame checked for confidential or unapproved material.
- ■ Product, art, wardrobe and continuity checked.
- ■ Camera settings and media plan confirmed.
- ■ Focus and movement tested.
- ■ Lighting and power stable.

- ■ Audio monitored and backup path tested.
- ■ Client-monitor workflow confirmed.
- ■ Vertical or alternate framing protected where required.

Participants

- ■ Arrival and release status confirmed.
- ■ Name, title and pronunciation confirmed.
- ■ Participant oriented to room and process.
- ■ Comfort, accessibility and microphone needs met.
- ■ Required language and prohibited subjects available to interviewer.
- ■ One person provides performance direction.

Coverage

- ■ Must-capture list visible.
- ■ Essential interview or scripted lines captured.
- ■ Story evidence and actions captured.
- ■ Transitions and establishing material captured.
- ■ Version-specific openings and frames captured.
- ■ Room tone, wild lines and clean plates captured where needed.
- ■ Still photography coordination protected where applicable.

Change triage

When the plan changes, confirm in order:

1. Safety and permission.
2. Immovable constraint.
3. Story requirement.
4. Schedule consequence.
5. Scope consequence and approval.

Decision: []

Approved by: []

Material consequence: []

Media and data

- ■ Cards and drives labeled.
- ■ Offload owner and verification method confirmed.
- ■ Required backups completed.
- ■ Sensitive media follows approved storage and transfer path.
- ■ Camera reports, sound reports and continuity notes collected.
- ■ Media leaving location accounted for.

Before releasing a participant or location

- ■ Required material checked, not merely assumed.
- ■ Pickups completed.
- ■ Names and factual uncertainties noted.
- ■ Release or paperwork gap assigned.
- ■ Location restoration and sign-off complete.
- ■ Next call or delivery expectation communicated.

Wrap

- ■ Equipment accounted for.
- ■ Location and permit conditions closed.
- ■ Incident, damage or change documented.
- ■ Media backup verified.
- ■ Production report completed.
- ■ Post-production handoff has schedule, notes and decision owners.

From *The Enterprise Video Production Playbook* by William Cook. Published by Luma Creative. Adapt this working document to your organization's requirements.

Use this worksheet with the book's chapter guidance and the requirements of your organization. It is not legal, tax, insurance or procurement advice.

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