

# Developing a Training Video for Field Testing of Deicing Materials

The MLT Group



research for winter highway maintenance

**Project 96739/CR10-01**  
**October 2011**

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[www.clearroads.org](http://www.clearroads.org)

## Technical Report Documentation Page

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16. Abstract (Limit: 250 words)  Clear Roads previously developed a step-by-step Field Testing Guide for Deicing Chemicals to support the evaluation of deicing chemicals by DOT staff. This project focused on developing a step-by-step instructional video to accompany it that would demonstrate the three levels of field testing that can be performed to determine the effectiveness of a deicing chemical.  The states that contributed to the funding of this project include: Colorado, Illinois, Indiana, Iowa, Massachusetts, Maine, Michigan, Minnesota, Missouri, North Dakota, New Hampshire, New York, Ohio, Pennsylvania, Utah, Virginia, Washington, Wisconsin, Wyoming			
17. Document Analysis/Descriptors <b>Field testing, deicing chemical, video, DVD, instructional video</b>		18. Availability Statement <b>No restrictions. Document available from: Clear Roads Organization and the Minnesota Department of Transportation</b>	
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## Project Overview:

10-27-2011

In the summer of 2010, MLT Group bid for and was selected by Clear Roads to produce a professional video production that met the organization's goal of demonstrating, in an engaging and effective manner, the three levels of field testing for determining the effectiveness of deicing chemicals.

The finished video was expected to be approximately 15 minutes in length and was developed based on Clear Roads' report, 'Field Guide to Testing Deicing Chemicals'.

The work contracted for with MLT Group was to include the following;

- 1. Discovery, Production Design & Scripting Process**
- 2. On Location Video Shoots x 2** (to capture the following)
  - Demonstration of techniques and procedures for field testing deicing chemicals
  - Interviews/statements by MNDOT stakeholders
  - Additional 'B' roll footage of process and procedures as needed to "tell the story"
- 3. Computer Graphics**
- 4. Music (license and selection)**
- 5. Voice Over Talent & Studio Sound Recording**
- 6. On Screen Talent**
- 7. Location Scouting**
- 8. Editing**
- 9. ADA Compliant Web Script & Close Captioning**
- 10. Project Management & Reporting**
- 11. Mastering & Duplication**

## Process

For this project MLT Group utilized our normal video production system whereby an experienced producer from our team was assigned to the project and this producer worked in conjunction with Clear Roads representatives, MLT Group's script writers and art director in developing the production. A dedicated project manager was also assigned to the project to keep communications with Clear Roads active and to assure that the project was moving forward, on schedule and on budget.

MLT worked closely with Colleen Bos of CTC & Associates on scheduling meetings, video shoots and all other issues related to communications with Clear Roads. Paul Brown of Massachusetts DOT was the project's champion, and Tom Peters and the Minnesota DOT were instrumental in providing shoot locations, equipment, staff and other logistics to make the production possible.

## **Production Detail:**

### **1. Discovery, Production Design & Scripting Process:**

MLT Group met with Clear Roads representatives in person and via tele-conferences to identify characteristics of the target audience, and to determine the right engagement and production design for the project.

MLT Group's writers then created a screen play adapted from the Field Guide to Testing Deicing Chemicals and sought and received feedback on the script from designated Clear Roads stakeholders. This feedback was taken into account for the finished script, which was then approved by Clear Roads.

### **2. Video Shoots**

Several on location video shoots were conducted during the winter of 2010/2011 at locations within Minnesota including the MNRoad Cold Weather Road Research Facility in Monticello Minnesota.

The video shooting done utilized digital video cameras, teleprompters, various camera mounts, lighting and sound capture equipment, and were conducted by MLT Group's crew of videographers and lighting and sound techs working with a shoot director.

### **3. Computer Graphics:**

MLT Group's designers created graphics for video logo and title screen treatments as well as the face label and cover label for the finished DVD.

### **4. Music license and selection:**

MLT Group provided copyright secured music from our music library.

### **5. Voice Over Talent & Studio Sound Recording:**

MLT Group handled studio recording, casting and talent direction of one voice talent for voice over sections of the video.

## **6. On Screen Talent:**

MLT Group handled casting of a spokes person for the video, hiring talent from within Minnesota. MLT Group also handled talent release forms for everyone who appeared on camera including MNDOT representatives.

## **7. Location Scouting:**

MLT Group worked with MNDOT to review and select locations appropriate for filming.

## **8. Editing:**

All-digital, nonlinear editing of video footage was provided by MLT Group and integrated with a voice track and music track. Chapterization of the DVD, to accommodate an overview, the three chapters of the Field Testing Guide content, and a resources section, was also provided.

A rough-cut edit of the video was supplied to Clear Roads representatives for review as well as a final edit of the finished video. Both review versions were posted to a secure, online review area for approval and input by Clear Roads representatives.

## **9. ADA compliant web script and close captioning:**

Close captioning of the video presentation was created as well as a 'description of visual content' text file for use on web sites for compliance with ADA requirements.

## **10. Project Management and Reporting:**

MLT Group provided general production services for the project including scheduling, prop and wardrobe consultation and reporting services requested in the RFP (quarterly progress reports, interim conference call meetings and a final report in electronic format and with 40 paper copies).

## **11. Mastering and Duplication:**

MLT Group created a master DVD copy of the finished video, a web ready version of the video in mpeg and Flash formats, a digital tape master of the video and a copy of the original, editable media files for the video and graphics on a hard drive for the use of Clear Roads.

MLT Group also provided duplication of 500 copies of the finished, chapterized and close captioned video on DVD with printed labels, plastic cases and wrap around case labels.

The finished product is a professional video production of approximately 25 minutes in length, produced on budget, which clearly and succinctly demonstrates the three levels of field testing for deicing chemicals. It is chapterized, close captioned and includes a resources area with a printable copy of the original Field Guide to Testing Deicing Chemicals, a sample data recording document and a clean data recording document for use by organizations doing testing.

MLT Group was thrilled to be a part of this exciting project and to utilize our experience in corporate video production to organize, script, shoot and edit this innovative training piece for Clear Roads.

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Lead state:

**Minnesota Department of Transportation**

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