

Knowlera/MonkeySee Producer Program Frequently Asked Questions

General Questions

1. What is the Knowlera/MonkeySee Producer Program?

The Knowlera/MonkeySee Producer Program taps the collective expertise of freelance filmmakers across the country to create compelling video content of all kinds. The Program consists of part time and full time professional video producers, independent video producers, production companies and skilled amateur video producers. The videos you create through this program can be seen by millions of viewers on hundreds of popular websites and even on broadcast television. To see the different types of videos we create, visit www.knowlera.com.

2. How does the program work?

After registering on MonkeySee.com, you are asked to create a profile, providing detailed information about your production experience and equipment. Registered producers that meet the qualifications of the program are contacted as assignments become available, usually via email. Producers complete the video assignments and are paid for their work directly by Knowlera Media.

3. What qualifications are required?

You must be able to shoot and edit and have the skills to create videos from script to screen with professional results. You'll also need to own your own professional or prosumer HD-capable camera, and for most projects you'll need a digital editing system like Final Cut Pro or other comparable system. There are also occasional projects that require shooting only (no editing).

4. Do I need to send in my reel?

No, but we'll definitely want to see some of your previous work before assigning projects. We prefer producers to send links to their work that can be viewed over the internet. Please include information about the role you played on each video if possible. If you have a demo reel that you would like to send, please mail it to the following address:

Attention: Knowlera/MonkeySee Producer Program
774 Walker Road
2nd Floor
Great Falls, VA 22066

5. What is an example of a Knowlera/MonkeySee Assignment?

Most Knowlera/MonkeySee video assignments are how-to video series of the type found on MonkeySee.com. They are either demonstration videos (where you would document a process like baking a cake or making a craft or planting a tree), or they are advice videos (where the expert provides advice on a topic and the video is supplemented with b-roll). For each video shoot we generally break each topic into a series of short (2-3 minute) videos. For example, your assignment might be to do a video series on "Exercises for Losing Weight".

This might consist of 6 short segments with each covering a slightly different exercise. Click on the links below to see examples of Knowlera/MonkeySee how-to video series.

Links to how-to videos

How-to demonstration video series

<http://www.monkeysee.com/play/15472-science-projects-for-kids>

How to advice video series

<http://www.monkeysee.com/play/16322-how-to-find-a-veterinarian>

6. What other types of Knowlera/MonkeySee Assignments are available?

Knowlera/MonkeySee video assignments vary and can include everything from short shooting assignments to full productions. Click on the links below to see examples of the various videos that may be included among our assignments.

Links to other videos

Small business profiles videos

http://www.knowlera.com/video/business_profile/index.html

Medium business profiles

<http://www.knowlera.com/video/cityguide/washington/spy-museum.html>

Commercial Real Estate videos

http://www.knowlera.com/video/product_marketing/international-place.html

Travel videos (shooting only)

<http://www.knowlera.com/video/cityguide/washington/insider-guide.html#washington>

Broadcast news segments

http://www.knowlera.com/video/broadcast_news/winterize-your-garden.html#news

MonkeySee TV

http://www.knowlera.com/video/broadcast_tv/winter-activities-edition-segement-1.html

7. How do I learn about Knowlera/MonkeySee Assignments?

Knowlera Media sends out a weekly “Call for Assignment” email. These emails will provide video topics that we are looking for during a specific week, and will include details relevant to the project including number of segments, pay rate, etc.

8. How do I join/sign up/register?

Go to the Producer Program landing page and click the signup button at the bottom of the page. If you are not already a registered MonkeySee.com user, you’ll first be prompted to register with MonkeySee.com. You’ll then be taken to the form where you’ll be asked some questions about your qualifications and equipment. That’s all there is.

9. Can I close my account?

Yes. If you no longer wish to receive projects from the Knowlera/MonkeySee Producer program, please send an email to producers@monkeysee.com and we will disable your account.

10. What is MonkeySee.com?

MonkeySee.com is a consumer-facing website owned and operated by Knowlera Media. MonkeySee.com is one of the many places that your work is likely to be featured. For more information visit www.monkeysee.com.

11. Who is Knowlera Media?

Knowlera Media is the parent company of MonkeySee.com. While MonkeySee is all about “how-to” videos, Knowlera Media is involved in the creation of many other types of video content. For more information visit www.knowlera.com.

12. How can I ensure that I’ll be awarded projects?

Do great work. Really, it’s that simple. If we can see that your previous work is up to professional standards, it will be easy to assign you that first project. After that you simply need to keep submitting high-quality, professional videos that meet our production standards. Each project you complete is evaluated on its own merits, and we maintain a system that ranks Producers based on their qualifications and the quality of their work.

13. How are producers ranked?

Our producer rankings are relatively simple. A “New Producer” is a qualified producer who has not yet completed a project for us. An “Approved Producer” is a producer that has created one or more projects that meet or exceed our video standards. A “Preferred Producer” is a producer who has completed multiple projects and consistently meets or exceeds our video standards. With each jump in ranking you will have the opportunity to work on more projects - and more complex projects that pay more money. Keep in mind that every project you submit is judged and ranked on its own merits, so it is possible to drop in ranking if you submit a poor quality project, even after meeting our standards on previous projects.

Payment

14. How much will I get paid per shoot?

We thought you’d never ask! Payment is determined by the complexity of the video shoot and the length of time expected to complete it. Pay can range from \$100 for a very short shoot-only (no editing required), to \$2,000 for a complex video series requiring a number of days and/or locations. An average short series of how-to videos is in the \$300 - \$500 range.

15. How much money can I earn?

The amount of money you earn depends on the number of projects you take on and your skill level. While most of our assignments are paid on a per-project basis, a skilled filmmaker working efficiently can be making between \$25 and \$50 dollars per hour. There are also bonuses paid for meeting certain objectives, like sending in a submission with a high-quality expert you’ve found.

16. Will I be an employee of Knowlera Media or MonkeySee?

You will not be an employee of either Knowlera Media or MonkeySee. You will be a freelance producer for Knowlera Media working on a freelance, “work for hire” basis.

17. How will I get paid?

In most cases payments will be made through PayPal.

18. When do I get paid?

Payment will be processed once your finished video(s) have been accepted and all deliverables have been received.

19. Am I responsible for paying taxes?

Yes. All of the work you do will be subject to IRS regulations.

20. Can I submit and be paid for videos that I've done on my own?

Generally all paid work must be commissioned first by Knowlera Media. However, we are always willing to look at work that you think would be a good fit for us.

Requirements

21. What type of equipment do I need to produce a video for MonkeySee?

All videos must be shot using a professional or prosumer high definition video camera. A tripod is required to set up a steady shot. A professional quality external microphone is mandatory (we do not accept audio using built in camera microphones). Since many projects can be shot without external lighting, a lighting kit is not mandatory (although it's frequently helpful). We will indicate when a project is likely to require external lighting equipment. You will also need editing software to edit your completed how to video. For more information on equipment guidelines, see our revised Knowlera/MonkeySee Producer Production Guidelines (coming soon).

22. How can I know if my camera meets the requirements?

To start it has to be capable of shooting in high definition. Otherwise it's generally pretty easy to tell the difference between a consumer camera and a professional or prosumer camera just by the size and number of features. If you are not certain, just drop us a note with your camera brand and model number to producers@monkeysee.com.

23. Do I need to use a particular brand of editing software?

No. However you must be using an editing system capable of outputting professional results. Final Cut Pro is our preferred editing software, but others like Adobe Premiere, Sony Vegas, or Avid can be used as well. If you're not sure your editing software is up to the job, just drop us a note and let us know what you use.

24. What do I do once my project is complete?

Completed videos go through a formal review and approve process before they are deemed final and complete. To initiate that process you will upload the completed video into our review and approve system. We will communicate with you through that system, and provide any necessary tweaks that may need to be made to meet our standards. Depending on the type of project you are working on, a client may have the opportunity to review the project as well. Once all reviews are complete, you'll be advised to send in the final deliverables.

25. What are the required deliverables once a project has been approved?

Deliverables vary by project type, but generally you'll be asked to send the entire project along with all relevant source files among other things like releases, etc. A complete list of deliverables will be provided before you are awarded a project.

26. How will I deliver the videos to Knowlera/MonkeySee?

If all the deliverables will fit, you'll be asked to burn them to a data DVD and mail them to us. If the project is too large to fit on a DVD, we will provide you with a portable hard drive and a return package you can use to send all the final files to us. For safety, you are required to keep local copies of all files and materials until we acknowledge receipt of your deliverables. A complete list of all deliverables will be provided to you when you are awarded a project.

27. What happens if I'm going to miss my due dates?

Deadlines are very important to us. An extension is possible for special circumstances but must be approved by us.

28. What happens to my videos once they are submitted?

This depends entirely on the type of project you are creating. If it is a regular MonkeySee how-to video project, we will be putting it online on MonkeySee.com, generally within a few days of receiving it.

29. Can you choose not to accept my video?

We don't ever want to reject a video, but we do reserve the right to do so if your work does not meet basic professional quality requirements. We pay especially close attention to technical quality including:

Audio Quality - You need to make sure that you are using a professional microphone (lavalier preferred) and you're audio levels are not distorted. Audio from on-camera microphones will not be accepted.

Video Quality – Out of focus shots will not be accepted, nor will shots with insufficient light or lots of grain from added gain.

Most professional producers will have no problem meeting technical quality requirements. If the videos you create do not meet our standards we will let you know and give you the opportunity to make modifications. You can avoid the common mistakes by reviewing the Knowlera/MonkeySee Producer Production Guidelines (coming soon). For all completed videos that that we do not accept, you keep the videos and any rights associated with them.

30. What is defined as unacceptable content?

Videos that don't meet basic professional standards - things like out of focus shots, dark grainy video, poor white balance, bad audio, jump cuts, poor camera coverage, and other similar problems are all things that can make a video unacceptable. As a video professional, there should never be any reason for one of your videos to be rejected.

31. What makes a great video?

There are multiple components to a “great” video. There are technical requirements (good audio, good video, smooth shooting, good editing, etc.), creative requirements (good direction, good shot selection, appropriate b-roll, etc.), and even administrative requirements (keeping to schedule, submitting all deliverables, even attitude on the set and off). If you do great work, are well liked by on-camera experts and clients, and are easy to work with, we are always willing to work with you on technical and creative issues.

32. Can I use the videos as part of my work reel?

Yes. While we own the copyrights to the videos, you are welcome to use them privately for self-promotion in an online or physical demo reel. They may not be posted to any public site like YouTube or others.

33. Can I submit the completed videos to another site?

No. Knowlera Media owns the exclusive copyright to all videos, so you may not post them anywhere else. For some types of video projects you will be able to use our embedded player to post your videos to another website, and you may use portions of the videos on your own demonstration reel for the sole purpose of marketing your services to potential clients.

34. Will I receive a credit for my video?

No credits appear on our videos, but you may use them privately for self-promotion in an online or physical demo reel. You may not post them to any public site like YouTube or others. You’ll be notified of any exceptions to this rule.

35. Can I work on more than one assignment at a time?

New Producers will only be allowed one assignment at a time. Once you have completed your first Assignment, you will be considered for a promotion to "Approved Producer." Being an Approved Producer will allow you to work on multiple projects at our discretion. Promotion to "Preferred Producer" status will allow you to work on multiple assignments, as well as higher-paying, more complex projects.

How-to videos

36. What is a how-to video?

How-to videos are the primary type of video content we create for MonkeySee.com. They are either demonstration videos (where you would document a process like baking a cake or making a craft or planting a tree), or they are advice videos (where the expert provides advice on a topic and the video is supplemented with b-roll). For each video shoot we generally break each topic into a series of short (2-3 minute) videos. For example, your assignment might be to do a video series on “Exercises for Losing Weight”. This might consist of 6 short segments with each covering a slightly different exercise. Refer to FAQ #5 for example links.

37. What are the most important components of a good how-to video?

You, the expert, and the shoot location. You already know your part. Read on for more details on experts and locations.

38. What makes a good expert?

Credibility and on-camera presence... and you need both. Just because someone is good on-camera and can demonstrate the topic does not make them an expert. Credible experts have several years of experience in their area of expertise, possibly have a degree in their field and have received awards or recognition for their accomplishments. The location of the video shoot adds to expert credibility as well. For example, shooting a “How to play to quarterback” video with an expert football player would be best shot on a dedicated football field, not in someone’s backyard.

39. What makes a good location?

The location of the video shoot is critical to the quality of the final video, and adds to expert credibility as well. For example, shooting a “How to play to quarterback” video with an expert football player would be best shot on a dedicated football field, not in someone’s backyard. You should always try to shoot in a location where the demonstration would normally take place. A cooking video should be shot in a nice kitchen or the line kitchen of a restaurant. A video on changing the oil in a car should be shot in a professional garage, not in the street in front of someone’s home.

40. Am I responsible for finding my own expert and location?

It depends. Producers that submit for projects with a qualified expert and location they’ve found have a significantly higher chance of being awarded how-to video projects, and may also earn an “expert bonus”. However, there are also cases where Knowlera already has an expert and/or location attached to a project, so it is not always necessary to find an expert.

41. How do I find an expert?

Subject Matter Experts are everywhere, and most are anxious to receive the exposure that comes from distribution to millions of viewers. You can check local clubs or associations relevant to the video topic, search newspapers and magazines, visit small and medium businesses, or ask your friends and family. Most businesses are eager to participate in exchange for the promotion they receive. For videos that are on MonkeySee.com we will include a bio and full contact information directly on their video page. This contact information can include an active link to their website, phone number and email address.

42. Are experts paid?

These videos are distributed on some of the Web’s largest portals and websites, and experts benefit from that exposure. For that reason we never pay experts for their participation in the videos.

43. I am an expert at something, can I be the on-camera expert?

If you meet our guidelines for being an Expert, and have the ability to produce the videos for yourself, then go for it. But remember, you will still be subject to the same expert and technical quality guidelines, so make sure that you are able to meet both.

44. Can the expert use the video?

This depends on the type of project you are creating. If it is a regular MonkeySee how-to video project, they will be able to link to the video on MonkeySee.com, or can embed the player from there. In most cases you should not be providing the expert or anyone else with

an actual copy of the video file(s). Any exceptions to this rule will be communicated to you directly.

45. Can I make a copy of the video for the expert's personal use?

Not unless it has been pre-approved by us. If an expert asks for a copy of the video(s), ask them to contact us directly at producers@monkeysee.com.

46. Can I suggest a how-to video topic myself?

Yes! MonkeySee would love to hear your how-to video ideas, especially if you have a qualified expert already in mind. All you need to do is send an email to producers@monkeysee.com. Include your topic idea, expert information and some details on the location.

Release Forms and Other Business Stuff

47. What release forms do you require me to submit?

Getting the proper release forms signed is critical and required before payment can be released. Releases vary by project, but typically an Appearance Consent and Release Form and a Location Release Form are needed. Instructions on how to handle releases will be provided to you with your assignment, but shooting can not take place until all releases are signed. For more information on release forms, please see the revised Knowlera/MonkeySee Producer Production Guidelines (coming soon).

48. What if my expert/location owner refuses to sign the release form?

Unfortunately we cannot accept a video without the proper release forms so make sure that you have everyone read and sign the releases BEFORE shooting begins. If an appearance or location owner has a question about the release, please contact us immediately.

49. Can I use stock footage or video I previously shot for another project in the videos?

If you have shot something that will add value to your video then you are welcome to use it, but only if you own all rights to it and have appropriate releases as necessary. You will need to attest to your ownership, provide copies of all necessary releases and sign our Footage Release Form.

50. Do I have to sign a contract?

You will need to sign a Videographer Release form for each project you are awarded.