Consumer Education Council
Promotional Video

An honors project by:

Christina D. Gaines

Project adviser:

Catherine C. Howard

Ball State University
Muncie, Indiana

Expected graduation date:

May 8, 1993
### Production Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Task Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12</td>
<td>Script ready for rewrites and edits</td>
</tr>
<tr>
<td>March 17</td>
<td>Corrected script ready</td>
</tr>
<tr>
<td>March 23</td>
<td>Finalize script, audio taping, shooting begins</td>
</tr>
<tr>
<td>April 6 - 16</td>
<td>Editing footage</td>
</tr>
<tr>
<td>April 23</td>
<td>Finalize edits, video put together with audio</td>
</tr>
<tr>
<td>April 30</td>
<td>Completed project</td>
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</tbody>
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*Production note:* This schedule was my guideline while completing this project. The script deadline was easily met, however, actual video deadlines ran at least one week behind throughout shooting and editing. This was the result of my inexperience behind the camera and with the editing equipment. Thanks once again to those patient and helpful assistants in the telecommunications editing lab.
Project Abstract

The Consumer Education Council Promotional Video serves to educate students coming into this unique marketing course, as well as those community residents within the CEC's six county service area.

The CEC is the only student-run consumer organization of its kind in the United States. The organization started in 1975 as a Better Business Bureau, then became independent in 1991 to serve a wider county area.

The video's scope is very general in content, and provides basic historical and structural background on the CEC. For example, besides the one paid faculty director - Ms. Howard - no one else working in the CEC receives any monetary compensation for their service. Students serve in the CEC for course credit and small business experience.

Students are divided by department: advertising review, charitable solicitations, human resources, information resources, landlord/tenant, mediations, membership development, office operations, performance records and public relations.

It is through these departments that the CEC mediates consumer complaints; maintains business reliability reports; keeps track of landlord and tenant information; provides information on charities; reviews local advertising; investigates ad complaints; plans consumer education seminars; has a wide variety of free brochures on hundreds of topics; and has a speakers bureau to draw from.

Outside of the CEC and in the classroom, students look closely at misleading advertising; charity donations; counterfeit products; buying cars; and other consumer goods from jewelry to household appliances.

Through the classroom education and CEC business experience, students leave the marketing 300-level course as enlightened consumers and prepared graduates ready to enter the competitive work-force.

This video captures the all-encompassing experience students gain from the course, as well as the valued service area consumers gain from the students' knowledge.

The production schedule and script which follow in this project analysis are the result of my taking the CEC course, then taking a closer look at the communication needs of the business. This video provides an eight-minute, informative explanation of the consumer education council suitable for students new to the CEC, and for area consumers curious about this unique Ball State service.
<table>
<thead>
<tr>
<th>Client: Consumer Education Council</th>
<th>Length: Approximately 8 minutes</th>
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</thead>
<tbody>
<tr>
<td>Writer: Tina Gaines</td>
<td>Contact: Catherine Howard, Faculty Director</td>
</tr>
</tbody>
</table>

**VISUAL**

SUPER FADES UP:

CEC
Consumer Education Council

CUT TO VARIOUS CEC OFFICE SCENES:
Students folding CEC flyers, talking, then close-up as student fills out CEC forms.

SUPER:
Serving East Central Indiana Since 1975

CUT TO FOOTAGE DOWN MCKINLEY UP TO BUSINESS BUILDING.

CUT TO INSIDE OFFICE: regular CEC day, computer data entry, close-up on keyboard, doing filing work, and looking through newspapers for misleading advertising, while discussing work.

**AUDIO**

MUSIC FADES UP

MUSIC CONTINUES UP, LOUDER, THEN FADES UNDER

VO: The Ball State Consumer Education Council is the only student-run consumer organization of its kind. The Council, known as the C.E.C., reorganized in January of 1991 serving Delaware, Blackford, Henry, Jay, Madison and Randolph counties, but the students have been serving consumers in east central Indiana since 1975 as a former Better Business Bureau.

The C.E.C. office is located in the Whitinger Business Building on the Ball State University campus, in room one-fifty.

Here, students come from various academic areas to learn more about consumer affairs, what can be done to combat fraud, how to help consumers who've been scammed, and also about the network of agencies that offer consumers advice and help.

The CEC is part of a marketing consumer education course which studies current topics such as misleading advertising, charity donations, counterfeit products,
OFFICE FOOTAGE CONTINUES...

CATHERINE HOWARD INTERVIEW FOOTAGE:

CUT BACK TO OFFICE: students discussing office operations.

AUDIO

buying cars and other consumer goods from jewelry to household appliances.

HOWARD: (Interview)... [candidly speaks about course content and various topics]

The Consumer Education Council is an excellent experience for Ball State students. These are young adults who sometimes don't have the experience or the education, and this is where they can get that before they go into the marketplace. This is a small business, and they have the opportunity to work in a small business before they graduate. They take the consumer education council as a class, and part of their course requirement is to work several hours in the CEC. In doing so, they answer the telephones; they help consumers who call in with all kinds of problems; and then they also work on special projects in their own area. For example, a student who is maybe an advertising major, can work in the CEC and first learn about misleading advertising - this might be something that they really don't get too much of in the other departments they've been studying with. They can come here, learn about misleading advertising, and then spend the rest of the semester looking for misleading advertising in our local media.

VO: Throughout the course, students learn about the various services the C.E.C. offers, how to handle consumer problems and where to direct questions.
VO: The CEC mediates consumer complaints, maintains business reliability reports, landlord and tenant information, charities, reviews local advertising, and has a wide variety of free brochures on hundreds of topics.

VO: Students are divided into departments including advertising review, charitable solicitations, human resources, information resources, landlord/tenant, mediations, membership development, office operations, performance records and public relations.

STUDENT: (discussing what her department does)

The charity department here at the Consumer Education Council takes care of charity files, national and local, and also non-profit organizations here in the six county area that we service. What we do generally here with the charity files, is we generally just keep the files updated. Occasionally people will call about charities that are soliciting this area - and I guess usually during the summer we have a bigger volume. This past semester, what we do is when somebody calls about the charity, we check our files to see if we have the information; read whatever information we have in the file; and if we don't have it, we can get it for them - there's several different ways: the PAS - philanthropic advisory service - it's nationwide, international actually.
CHARITY INTERVIEW CONTINUES: With the local charities and non-profit organizations in this area, what we do is send questionnaires; business profiles; and there's a little reminder that if they don't return all the information that we request, we give them a certain code - it's kind of along the lines of a satisfactory code, we just don't have any information on them.

STUDENT: (similar discussion, performance records department)

The performance records department is responsible for updating and creating new files. We develop the system. We send out business profiles; and then they send them back; and we create a file; and give them a code - which when the public calls in, then we read them the code. If the code's are expired, then we update them. We send out a new business profile; have the company fill them out; send them in; then we update the code; and put it back in the file.

VO: All consumer education council services are free of charge.

VO: C.E.C. funding comes from the Ball State University Student Government Association, the department of marketing, college of business, C.E.C. business and individual memberships and alumni donations.
**VISUAL**

SUPER:

Monday - Thursday
9 - 5
Friday
9 - 1

SUPER:

(317) 285-5668

CUT TO HOWARD FOOTAGE ON SPEAKERS BUREAU

**AUDIO**

VO: The office is open year-round, with business hours Monday through Thursday from nine to five, and Fridays from nine to one.

Consumers needing information or who have questions can contact the C.E.C. during business hours at (317) 285-5668, or leave a message any other time. Messages are recorded and returned the following day.

HOWARD: Another service that we offer is our speakers bureau. I've been out to all kinds of organizations - I've been to churches; I've been to social organizations; fraternal organizations; I've been to businesses - and they want to know about the consumer education council and they want to know about the benefits that we have to offer. So I would love to come out and talk to any organization. If you can give me some notice, I'll arrange a speaking engagement. If I can't come, then one of the students will come. But it's an excellent service and one that's very much needed in this community.

STUDENT READING FILE OVER THE PHONE, ANSWERING QUESTIONS.
VISUAL

OFFICE FOOTAGE OF STUDENTS AT FILING CABINET, LOOKING THROUGH FILES, AND SEARCHING FOR FILES.

CLOSE-UP FOOTAGE OF BROCHURE DISPLAY ON TABLE - HOLD - THEN ZOOM OUT.

SUPER:
Consumer Education Council

AUDIO

MUSIC COMES UP, GOES BACK DOWN

VO: The C.E.C. keeps files on numerous companies and would be happy to share the current performance code with the consumer or send them an official report of the performance code.

So before an upset or angry consumer takes the law into his/her own hands, give the consumer education council a try -- the C.E.C can help!

MUSIC COMES UP AGAIN, FADES

VO: The consumer education council is the only organization of its kind in east central Indiana. Promoting strong business/consumer relationships and a fair market system is vital to a healthy economy. The CEC is proud to have served area customers for years. It has worked with government and business leaders to provide a necessary and valuable community service.

MUSIC BACK UP TO END

SUPER: (address comes up)
Whiting College of Business
Room 150
Ball State University
Muncie, IN 47306
Project Summary

This video represents four years of education, experience and never-ending discovery.

As a journalism major, the writing of this script developed quickly. I had written one other video script before, but had little to do with the filming and editing for the final product.

With this project, I wanted to be in control of all aspects of production to gain the knowledge and experience of the video process. I come away from this project, very enlightened about camera and editing equipment, and extremely respectful of those who produce videos professionally.

I am pleased with how the video turned out, but recognize that a skilled video technician would have produced better quality with less effort.

The production schedule I created with Ms. Howard early in the semester served as a project guideline to complete the video. However, filming, editing and audio deadlines were not realistic.

The time I spent learning how to edit film footage and understand the video production process was far greater than I anticipated, but far more rewarding than I had expected. Aside from home video productions, I will likely always be behind the scenes writing scripts for video projects, and never have the opportunity to use this type of equipment again.

This honors project has allowed me to expand my knowledge beyond the classroom, and will continue to benefit those students and consumers who take advantage of consumer education council services.

I have learned so much in so little time through this project, and feel that it is a fitting way to close my undergraduate education at Ball State. Throughout four years, my mind has continually absorbed knowledge and information, but without outlets such as this video to focus all of that information, that time spent and knowledge gained is wasted.

Thank you Catherine Howard; thank you honors college; and thank you Ball State. I leave this university knowing my education is never-ending and irreplaceable.
Special Thanks

Special thanks go to...

**Catherine Howard** for her assistance with the script development, and understanding with the lengthy video production.

**Dan Hunt** for his patience in teaching me how to operate the editing machines, and for his powerful voice he was so willing to lend to this project.

**Gardi Wilks** for her guidance, instruction and friendship throughout my college career. You made it easy for me to succeed, and gave me the confidence I needed to land the job of my dreams.

**Tammy Nolton** - my soul mate and second sister - for insisting everything would work out; for making me realize I could complete this video; and for convincing me that someday I would sleep more than four hours a night. Good luck! I love you!

**Bob Gaines** - my husband and best friend - without you, I wouldn't be who I am today. Thank you for giving me the space I needed, and understanding what makes me tick. You've always made me feel special, and made my life beautiful. I love you forever!

Thank you all,

Tina