

Guide to COVID-19 Precautions in Advertising Film/Copy/Video Production

As of 2020, COVID-19 came into our lives and it did not only change our way of life, but also affected our way of doing business. Within a short time, an obligation to make significant requirements has emerged, as adapt to the current situation which requires radical changes. This situation includes, many expected and unpredictable effects, once again to emphasize the importance of sustainability.

While the Advertising Industry is constantly trying to adapt to the changes, we face significant challenges every day. As in order to prevent the fast spread of the pandemic, the first practise recommended was social distancing, along with it the first mitigating measure that was suggested was to switch to the remote working model for the pre production activities. However, we find it unmanageable for shooting processes that way here.

In order to shoot commercials, the Producer will have to continue shooting in accordance with the Safety Guidelines prepared by the Association of Advertising Producers for the COVID-19 outbreak. Below, you may find this Study Guide that we would like to share with all our components and the public.

GUIDE TO WORKING PRINCIPLES AND MEASURES AGAINST COVID-19 IN ADVERTISING FILM/COPY/VIDEO PRODUCTION PROCESS

ADVISATORY

PREPARATION PROCESS

CASTING

People who has been infected and at high risk of severe illnesses, in other words members of the “high risk group” and people with chronic diseases should not be assigned to any role in any project.

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As a precaution, until the risk of coronavirus ceases, people over 65 should not be assigned to any role in any project.

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Until the curfew restricting those younger than 20 leaving their homes ceases, no people under the age of 20 should be assigned to any role in any project.

BEFORE THE SHOOTING

“Contract of Working Methods during the COVID-19 Outbreak” must be signed by all the crew in front or back of the camera including the whole production crew, actors, actresses, extras and agency representatives.

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Guidance on set working principles and preparations that each unit should make in advance, will be sent to the crew in writing.

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Crew on the set, must notify the producer immediately if; coronavirus disease COVID-19 appears while working or in their private life, or if they were found to be in contact with anybody who has the symptoms.

24 hours before the set, all participants will be reached to check, if they are healthy or not.

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The time required must be given, to determine who the entire technical team on the set will be and for their delivery of the required documents. A complete list of drivers, cast, and agency attendees should be prepared and the list should be submitted to the healthcare provider on the set.

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Before shooting, all areas on the set should be disinfected with sterilisers.

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A day before the shooting; all camera, light and set equipment should be disinfected to their finest detail with sterilisers by the relevant crew.

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A day before the shooting; all camera, light and set vehicles along with set caravans should be disinfected with sterilisers by the rental company.

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In studio shootings, studio manager is responsible for the disinfection of the studio.

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All accessories and props to be used in the set should be disinfected with sterilisers by the teams in charge.

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The consent document has to be signed by the cast prior to shooting. Home delivery is preferred. Otherwise by the arrival on set, they should sign it immediately with their own pen and deliver the document to the producer.

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Shooting schedule should not be printed, it should be sent to everyone digitally.

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In case of need, an occupational health and safety specialist will be employed.

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All crew and staff will be asked to get a detailed medical report on whether they have a chronic illness or not, before shooting. As a precaution, until the risk of coronavirus ceases, people with chronic diseases should not work on the set.

DAY OF SHOOTING

Arrival and Departure to Set

On arrival to the set, crowding of the teams should be prevented, by coordination.

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On arrival to the set, preferably one should be alone in his private vehicle.
Maximum 2 can travel in a passenger car.

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It is recommended to check whether the transport company's hygiene protocols are appropriate and in place.

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For transfers of bigger size vehicles, it is recommended to carry half of their capacity.

Health Check

On sets with more than 10 employees, an ambulance and a paramedic (health officer) should be present.

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The list with the names of all the crew, cast, and agency representatives that will join the shooting must be submitted to the paramedic (health officer), by the production.

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The paramedic (health officer) will measure everyone's temperature one by one, through this list. Nobody, whose temperature is not measured, should enter the shooting area.

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Fever measurement should be repeated periodically.

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For people who show symptoms on set or have a fever of 38 degrees or more, the measures should be taken in accordance with the advices of the on-site doctor.

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Occupational health and safety specialist should be employed on the set.

Optimising the Work Flow

As much as possible, the entire shooting should be coordinated to allow the least number of people on the set area. For example: The work for the camera and the light crews should not start, until the art department and the crew are finished. And the cast should enter the set last, after the lighting arrangements are made.

- Remote viewing stations should be provided for all other people on set.

- As a result of a limited shooting environments, and as it is hard to sustain working within social distancing rules consistently, using masks and gloves are mandatory.

Encouraging Hygiene on Set

Everyone on the set should follow the guidelines of the health authorities regarding the necessary hygiene and actions, to minimize the risk of spreading the disease.

- Hand sanitizer with alcohol should be used frequently, at entrances and common areas.

- To dispose of masks and gloves, separate waste bins must be placed to all entrances and exits.

- Every morning, information on how to ensure proper hygiene should be given to everyone on the set in a briefing, by the head of production crew.

- Sufficient number of masks and gloves should be available to all set staff, throughout the day.

Sanitation Necessities

The production and set crew will be responsible for frequent sanitation of the surfaces that are touched, including door handles, surfaces, bathroom fixtures and any equipment used by more than one person.

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Every piece of equipment handled by more than one person should be sanitized, when switching users.

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All surfaces and accessories that the actors must touch, should be sanitized before the rehearsals and during shooting.

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Teams should not lean, sit on or carry any materials or equipments outside their area of responsibility.

During the Shooting

The camera must be placed at least 2 meters away from the cast.

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While shooting with sound, choosing boom over lapel microphone is much safer.

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All microphones need to be cleaned after each take.

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Remote focus should be preferred.

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It should be ensured that every equipment or tool used, is always used by the same person.

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It should be ensured that radios should not be handled by different people. Attention should be paid to ensure each crew has their own set of equipment.

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People responsible from set accessories, should be asked to divide labour on carrying accessories on to the set.

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People who do not need to be present during the shooting, should wait outside the set.

Keeping the Social Distance

People on the set should be able to maintain a social distance of 2 meters while working.

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For indoor shots, the maximum number of crew allowed at any given time, depends on the size of the accessible area at the shooting location. Each person needs at least 4 m² of the unfurnished area and 6m² of the furnished area.

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The number of the cast and crew who will be on the shooting area will be determined by considering the specified m² account and the size of the venue.

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For example, in a 45 m² furnished saloon, the set cannot contain more than 7 people at the same time. Those people may be; the Director, the Director of Photography, Focus Puller, Boom Operator (if the shooting is with audio), Dolly Operator, and maximum 2 casts.

Restrictions on Scenes

Due to the high risk of infectiousness, crowded scenes where social distancing cannot be applied properly, should not be shot.

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Regardless of the size of the venue, crowded scenes that may cause a risk should not be shot. For example: A scene in a nightclub, crowded tables etc. should not be shot.

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If physical contact is required in a scene, the actors must disinfect their hands before and after.

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Scenes that require actors touching each other or exchanging something should be avoided.

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Considering the square meter calculation, some indoor and outdoor scenes can be shot where social distancing can be supported with more people. For example: An office with employees to walk in the background, or a street scene where extras move apart from each other.

Equipment, Costume, Hair and Make-up

All vehicles and their load of shooting materials must be disinfected prior to their arrival on set. It is the responsibility of the rental companies to provide sterilization of their equipment.

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Costume crew should also wear a facemask and gloves as they work close range to the actors.

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Both the actors and the costume crew should wash or sterilize their hands before and after the costume fitting.

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All the extras should wear their own clothing as much as possible, and arrive set dressed at home. If this is not possible, production must provide fitting areas where social distance measures can be kept.

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The outfit tried on one actor, must never be fitted to another person.

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The outfit of each leading actor should be sterilized via steam if possible and kept separate.

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Hair styling and make-up should be reserved for leading actors only, if it is necessary.

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Before and after the hair and make-up session, both the actors and the make-up artist must wash or sterilize their hands.

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It is not allowed to reuse makeup products on several people. This includes mascara and lipsticks.

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Crews in charge are required to come to each set with unopened products.

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Hair styling and make-up desks should be cleaned between each user and should be placed at least 2 meters apart.

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In order to prevent the make-up artists being exposed to the sweat of the cast, actors/actresses should be encouraged to do minor make-up and sweat control touch-ups themselves, during the shooting.

Agency Monitor(s)

The Agency's room must be placed outside the set, as stated above.

Common Areas

All common areas and waiting areas should be set up outside the set.

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Sitting arrangements should maintain the distance and social interaction between departments should be minimized.

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There must be 2 toilet caravans in all shootings.

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A minimum of 5 minutes is required between each usage of the toilet caravan.

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After each use of the toilet caravan, employees will sanitize surfaces and tap mixers, sinks etc. inside.

Catering and Treats

Open buffet is not permitted.

All meals should be distributed as one serving in a closed package, with disposable cutlery and plates to prevent surface contamination. It is important that the food given on the set should be packed.

Anyone who will receive food should wash their hands thoroughly in advance, and wear gloves.

Dining venues should be large enough to allow the crew to queue up and sit at safe distances. Break times should be arranged accordingly, to reduce crowding and maintain a physical distance of 2 meters at all times.

Seated meals will be divided into two or three seating plans, 20 minutes each. Every break should be 1 hour.

Dining areas should be disinfected before, in between and after each seating.

The crew should be encouraged to bring home made sandwiches, food that does not need heating, and personal beverage bottles from home.

Serving tea, coffee and water will be provided only by the person in charge of this task. The responsible party must strictly follow the hygiene rules, should change gloves and masks before each service.

Only disposable cups, cutlery, plates etc. should be used.

Sweeteners should be in single packs.

Treats should be in single serving packs only.

THE FOLLOWING ARE NOT PERMITTED

Self-service coffee station.

Offering tea on tray, on the set.

Dried nuts and fruit in bowls and food without packaging.

Fruit that are not single wrapped.