

**Profiles in Leadership  
Video-Production Outline  
Total length of each video – three to four minutes**

There will be a total of 11 videos:

1 Long-form Intro – aprox 1 min long

9 Director videos

Each video has 2 versions:

Version 1 includes Short Intro and Director video for use as a standalone Featured Story

Version 2 includes **only** Director video for use in a group in the YouTube playlist and the cia.gov video center where the Long-form Intro and Conclusion videos will also be posted

1 Conclusion video– aprox 1 min long

**Format for Director Videos**

Short Intro

30 seconds or less

**ON SCREEN:** *Narrator next to portrait gallery?*

- Provide overview of the publication; use excerpts from D/CIA Brennan's foreword
- Explain the video features nine of the 24 directors and explain how they were chosen (Donovan, Smith, Dulles, McCone, Helms, Colby, Bush, Casey, Tenet)

Director Video

Quote from each director on black background or photo background (use quotes from publication)

**Director Overview**

**ON SCREEN:** *Narrator sits in studio with the director's portrait*

- Director's name
- Tenure as director
- Snapshot of the director's legacy or contribution during tenure at CIA
  - o Note: We could also try and come up with a word or phrase that best describes that director. So for Donovan "Father of Intelligence," Smith "The Manager" ... something along those lines. This could give the viewer a quick understanding of each director. We could work with the historians to nail down the word/phrase.

**Before CIA**

**ON SCREEN:** *Historical images of director prior to joining Agency and other images for historical context; Narrator's voice in background for part of the overview*

- Discuss director's early life/background prior to serving as CIA's director
  - o Education, career, lifestyle, personality characteristics

**Tenure at CIA**

**ON SCREEN:** *Images with POTUS and other Agency leaders; images of director during tenure; Narrator's voice in background for part of the overview*

- Historical climate when appointed director

- Accomplishments/challenges during tenure
  - o Relationship with the president
  - o Impact on policy
  - o Changes the director made

**Director Conclusion**

**ON SCREEN:** *Narrator sits in studio with the director's portrait; potentially cut to more images of director during tenure at CIA as narrator concludes (if there are enough photos available)*

- Final summary of director
- Impact on CIA's history

**Closing Screen**

Quote from president (or other policymaker/leader) about director's contribution to Agency

Quote fades; CIA Seal appears