

Course Name: CS6 video assets
Producer/Writer: Samara Iodice
Date: 03/05/2012

Video Name: KinetEco Solar Energy PSA
Director: Josh Figatner

Goal: Create a very flexible , yet brief piece, for use in editing courses including Premiere and FCP X.

Shooting style: Green screen actor, as CEO of KinetEco, addressing camera directly Solar power customer testimonials, shot in the field, also direct address to camera.

Alternate edit: Replace testimonials, D through H, with music montage showing broll of solar systems, smiling customers, etc. Then cut to Label I, with child simply saying “Solar power is awesome” and finish with CEO.

Label	Audio	Screen Capture/ Graphics/ Text/Animation	Live Action Video Description and/or Storyboard
A	Music up then under.	Animated KinetEco logo sequence	
B	KinetEco CEO: We all enjoy the sun for light, warmth, and even bringing cheer on a dreary day. And the wind brings those gentle breezes that keep us cool in the heat of summer, and help pollinate the earth’s vegetation.	Full screen images of beauty shot depicting solar and wind energy.	<i>MCU/CU KinetEco CEO on green screen. CEO walks toward camera a couple steps then pauses.</i>
C	But did you know that the sun and wind are key to our energized future? It’s true. As fossil fuel reserves become depleted and we continue to embrace greener practices, these powerful forces of nature will become paramount energy sources. Maybe you can’t imagine harnessing the wind, because you don’t live somewhere that has large, impressive windmills, but ...you DO have the ability to wield the SUN’S energy. It’s happening all over the world. Everyday people are harnessing the power of the sun, and it’s literally lighting up their lives.	Continue with same full screen image, or change out image..	<i>CEO comes to a stop in midway between the camera and the background, and talks to camera again.</i>

D	Cecilia, with Jay: Seeing our customers' faces light up the first time their house lights turn on, or their irrigation water runs on solar, is the best feeling. We're proud to contribute so much to the well-being of others and our planet.	Lower third text: Cecilia Villansenor Johnson, Owner, Sun Pacific Solar Electric	<i>CUT TO Cecilia in her office, addressing the camera directly.</i>
E	Brent: Pretty unbelievable, but the well that irrigates my avocados runs off the sun. It's been a life changing event, no longer having the long trip up the hill and back twice a day to manually turn the pump on and off.	Lower third text: Brent Kitson, Avocado Farmer & Owner of Kitson Landscape	<i>CUT TO Brent, on his farm, near his solar powered well, addressing the camera directly.</i>
F	Installation Worker: I'm applying my skills in a way that helps people and the environment, everyday of my life. I can't think of a more valuable career.	Lower third text: NAME OF WORKER, TITLE, COMPANY	<i>CUT TO Installation Tech/ Worker, hammering solar panels onto a roof, then addressing the camera directly.</i>
G	Aaron: Solar energy systems pay themselves off in a few years, and also provide significant tax breaks. Converting to solar just makes sense.	Lower third text: Aaron Wdowin, Vice President Sales, California Solar	<i>CUT TO Aaron at residential location where installation is taking place.</i>
H	Residential Customer: Solar energy has reduced our electrical bills to almost nothing. I even play a game with my kids to see how much more energy and money we can save - just by turning off lights.	Lower third text: CUSTOMER NAME	<i>CUT TO residential customer where installation is taking place (or another customer or even actor)</i>
I	Caspian, or other young child: Solar energy is awesome! (Holding a spinning toy that is run by solar power.)	Lower third text: Happy child	<i>CUT TO Caspian or young child outdoors, holding a spinning toy that is powered by solar energy.</i>
J	KinetEco CEO: Solar energy IS awesome. Lower your energy costs and help create a cleaner, healthier planet for generations to come. Connect to the sun and power up. You'll be glad you did.		<i>CUT TO KinetEco CEO, in studio again.</i>

K	<p>[ALTERNATE ENDING IF WE CAN'T GET CASPIAN AND SOLAR TOY:]</p> <p>KinetEco CEO: Lower your energy costs and help create a cleaner, healthier planet for generations to come. Connect to the sun and power up. You'll be glad you did.</p>		<i>KinetEco CEO, in studio.</i>
L	<i>Music up, then out.</i>	Animated KinetEco logo seq	