

# “LOVE LETTER/THANK YOU” VIDEO TO ESSENTIAL WATER WORKERS

## “Love letter to Essential Water Workers”

Imagine A Day Without Water media campaign runs October 19-25

*Water Awareness Committee meets August 27, September 24*

This will be a social, organic-only video, and will be created to run any time of the year as needed/appropriate.

### PRODUCTION SCHEDULE

Aug. 27: need approval on plan, content requested, and schedule interview/video shoot

September 10: need content requested

October 16 : video produced for distribution

### VIDEO Focus

*Video will highlight the necessity of having reliable water flowing in our community, while highlighting some of our own community of essential water workers. Content will comprise of supplied static images, 2D motion graphics and music.*

*Our call-to-action is to “raise a glass of water” and say a mental “thank you” to our essential water workers every time we drink a glass of water, wash your hands, take a shower, etc. and to **share a video toast online (we can seed these with some we do personally).***

NOTE: After further consideration, we nixed the idea of asking people to put a graphic/drawing up in their window as a “thank you” — would like to have something more immediate that our workers could see

*Hashtag ideas: #loveourwaterworkers*

### CONTENT NEEDED

Photos and/or videos of Hampton Roads water-system workers

- Water treatment plant
- Stormwater system
- Clean Water / Sanitary Sewer System
- Pump Stations

PHOTOS/VIDEOS should cover:

- Multiple localities
- Different job positions

- Demographic range (age, sex, race)

BE SURE TO INCLUDE:

- Names, titles and years of employment for everyone featured