

“VALUE OF WATER WORKERS” :30 VIDEO SCRIPT

FROM KATIE: The Water Awareness Committee decided that for their May campaign, they'd like to come up with new creative by reworking the essential water workers video you all created last fall into a new format with VO. I know we'll be pressed for time so perhaps we can put together a script to circulate for approval via email. Thought it would be good to take some of the text from the screen to incorporate into the VO like “every time you wash, shower, water, flush...” etc. and then maybe incorporate some of the “miles of pipeline” info from previous campaigns to incorporate a little bit of the infrastructure message but I do like to keep the focus on the essential service and the essential workers who provide it. We can chat early next week if necessary, just let me know.

Fact pulled from the website: Beneath our cities, there is a vast amount of infrastructure — more than 6,500 miles of water distribution pipeline and 5,800 miles of sanitary sewer lines throughout Hampton Roads.

Value of Water Workers media campaign runs May 03-09

Water Awareness Committee meets April 22, May 27

ON SCREEN

Would like to see how we can incorporate some of the “you” activities: washing hands, dishes, clothes, watering plants, jumping through sprinkler, etc. with the existing photos/footage of our water workers

[Footage/photos of workers at water treatment plant, street and pipe project...]

Water flows so reliably here in Hampton Roads.

[Footage/photos of workers at stormwater system, sanitary sewer system—include “6,500 miles of water distribution pipeline” and “5,800 miles of sanitary sewer lines”...]

And it's time to thank the people who take care of our vast infrastructure of water and wastewater pipes.

[Footage/photo of washing hands with photos of water workers]

Every time we wash our hands...

[Footage/photo of washing dishes with photos of water workers]

Our dishes...

[Footage/photo of washing clothes with photos of water workers]

Our clothes...

[Footage/photo of turning shower faucets on with photos of water workers]

Every time we take a shower...

[Footage/photo of homeowner watering flowers with hose with photos of water workers]

Water the garden...

[Footage/photo of kids jumping through sprinkler with with photos of water workers]

Play in the sprinkler...

[Footage of two girls with glasses of water, drinking them and smiling]

Every time we drink a glass of tap water, let's raise it...

[Two girls give a "thumbs up" to the camera]

...And thank our essential water workers.

askHRgreen.org

#LoveOurWaterWorkers