

## **Verizon Climate Resilience Prize**

### **A Keynote Session at VERGE21**

#### **Project Summary**

This video to be played as part of VERGE 21's keynote programming, will announce VERIZON's Climate resilience prize and will highlight VERIZON's dedication to collaborating with innovation partner and communities to mitigate the risks associated with the effects of climate change.

#### **Project Description**

Dylan Siegler from the Verizon team will take the audience through the points that Verizon prepared for the session. We will shoot Dylan against a white background and add in supportive info graphics where necessary as well as emphasize certain important details in order to emphasize key points. We will shoot Dylan in studio settings against a white background and then in post production add in the graphics including an introductory bumper graphics at the top of the video as well as the end of the video, giving VERIZON key branding placement in our VERGE Keynote programming.

#### **Production Methodology**

We will shoot Dylan in a studio setting against a white cyc or backdrop (see included visuals for reference). The graphics will be created using fonts and colors in line with VERIZON Climate resilience prize branding, and the video will have both an introductory animated sequence and a complimentary closing sequence.


#### **Final Broadcast**

VERGE Keynote Program, Day 2, Tuesday October 26th, 2021

#### **Final Output Specifications**


1920x1080 | 29.97fps | Quicktime Video | H.264 Compression

## Script Details

SCRIPT PROVIDED*	POST PRODUCTION NOTES
 <p><sup>1</sup> Dylan introduces herself<sup>2</sup> and the problem this program is addressing. This will set up the rest of the video where she goes into detail on the program itself.</p>	<p><sup>1</sup> Transition from Intro.</p> <p><sup>2</sup> Dylan Siegler lower third title</p>
<p>At Verizon we envision a world where next-gen tech like 5G helps us prepare today for tomorrow's climate.<sup>5</sup></p> <ul style="list-style-type: none"> <li>• Everyone has an equitable chance to thrive as the climate changes.<sup>6</sup></li> <li>• Communities innovate to help each other thrive<sup>7</sup></li> <li>• We work with nature as an integral part of the solution<sup>8</sup></li> </ul>	<p><sup>5</sup> Earth Graphic with 5G towers growing out of it.</p> <p><sup>6</sup> Stock: Kids playing, crafting, learning</p> <p><sup>7</sup> Stock: Community projects (diverse community)</p> <p><sup>8</sup> Stock: Nature</p>
<p>We envision families all over the country working, learning, and playing without the uncertainty and disruptions that arise due to climate-related extreme weather, sea-level rise, air pollution, and economic shifts that threaten livelihoods.<sup>9</sup></p>	<p><sup>9</sup> Map of U.S. map pins fall on it spread throughout, each map pin contains stock footage of families unconcerned about extreme weather or power outages</p>
<p>We envision more peace of mind and less risk for people of all races, gender identities, ages, disabilities, and income levels all over the U.S. -- so they can have equitable access to jobs, health, mobility, and shelter.<sup>10</sup></p>	<p><sup>10</sup> Infographics? Data points? Stats or Findings? <b>or</b></p> <p>Stock footage of peach of mind</p>
<p>As part of Citizen Verizon, our plan for environmental, economic, and social advancement, we are leveraging our technology, networks, and reach to make this happen.</p> <ul style="list-style-type: none"> <li>• But we know it's going to take an ecosystem of innovators – including frontline community members – to develop the game-changing climate resilience solutions we need.<sup>11</sup></li> </ul>	<p><sup>11</sup> Footage of Verizon technology being developed, fabricated, installed. <b>and</b></p> <p>startup/innovator footage</p>

## Script Details continued...

SCRIPT PROVIDED*	POST PRODUCTION NOTES
<p>That's why we are launching the Verizon Climate Resilience Prize -- to recognize and propel climate resilience solutions that have proven results and are ready to help even more people.<sup>12</sup></p> <p>We are awarding \$450,000 in prizes across three categories [final category names TBD]:<sup>13</sup></p> <ul style="list-style-type: none"> <li>• Next-Gen Tech Solutions</li> <li>• Community-Led Solutions</li> <li>• Nature-Based Solutions<sup>14</sup></li> </ul>	<p><sup>12</sup> Verizon Climate Resilience Prize logo.</p> <p><sup>13</sup> Emphasize prize details through type overlay.</p> <p><sup>14</sup> Emphasize each category with complementary graphic icon</p>
<p>Conclusion: Dylan<sup>15</sup> wraps up the prize summary and ends on a aspirational note, "we can do this together" or the like<sup>16</sup></p>	<p><sup>15</sup> Dylan lower third title</p> <p><sup>16</sup> Closing graphic sequence</p>

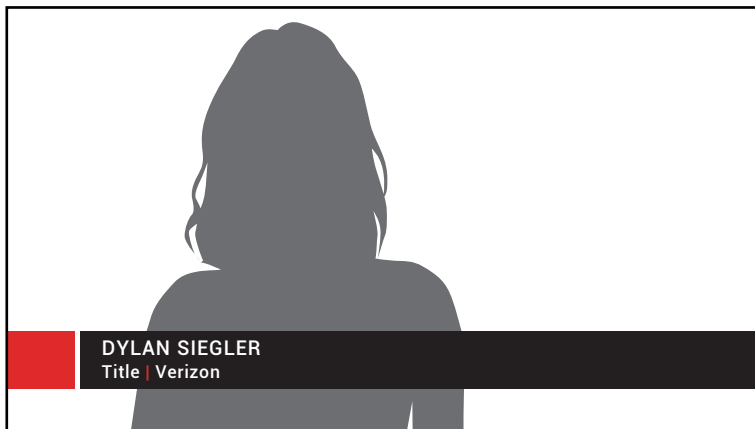
 \* This arrow highlights sections of the script needed that Verizon has yet to provide

## Visual References



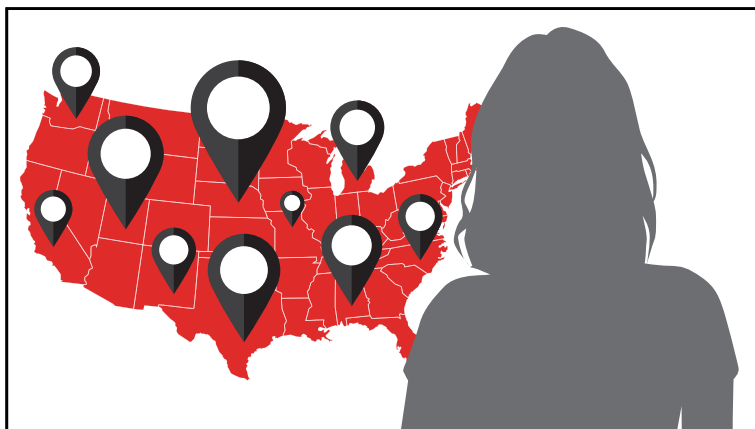
### Animated Intro Sequence:

Open up with animated globe spinning with 5G towers popping up (POV Space) Globe hinges out like opening a book and we push into the video revealing Dylan



### Video of Dylan/Title Example

Video of Dylan shot in a studio setting with a white background. Titles and other supportive graphics will be composited on top of the video.



### Graphic Overlay

Graphics composited on top of video of Dylan. Graphics will conform to Verizon branding guidelines for the Climate Resilience Prize.