

JAI AND ELLIOT'S SHORT VIDEO ABOUT SNOWY PLOVERS

ONE POINT MESSAGE: Join us on Facebook to learn how dog walkers can share the beach with snowy plovers

HOOK: You and bird are connected in surprising way

“See this bird? It has awesome karate moves and it turns out you and your dog are the key to saving it.”

Potential emotion: surprise, happiness, interest

Potential shots:

- Flycatching plover footage (already have)
- People walking dogs on beach

WHAT AUDIENCE CARES ABOUT: Access to a beach that is a reasonable distance from home where they can walk their dog

“If you live in Santa Barbara, Sands beach at Coal Oil Point is one of your most favorite places to be and to walk your dog”

Potential emotion: familiarity, happiness, pride

Potential shots:

- Beach shots
- Dogwalking (see dogwalking potential footage from prior section)

CONNECTION: Plover also lives on beach

“This beach is also where this beautiful bird lives. It is the Snowy Plover and this bird is awesome. It catches flies right out the air just like Mr. Miyagi in the Karate Kid!”

Potential emotion: amusement

Potential shots:

- Flycatching plover video that has already been shot

TOPIC: Bird is in trouble

“The Snowy Plover is also a threatened species and their numbers are declining fast. It’s getting harder and harder for them to survive on the beaches. Why? One reason - unleashed dogs on the beach really mess with the birds. Their martial arts don’t help them here.”

Potential emotion: concern

Potential shots:

- Dogs running off leash
- Birds leaving nest
- Birds taking flight
- Graph of declining bird numbers

REFRAME TOPIC IN AUDIENCE CONTEXT: Leash your dog

“But you and your dog can help change that - just by putting your dog on a leash when you’re on the beach. The bird with the awesome kung fu skills will thank you.”

Potential emotion: amusement, growing interest in animals on the beach

Potential shots:

- Act of putting on leash (staged shot)
- Leashed dogs walking on beach
- Happy beach goers
- Plovers landing on beach
- Plovers nesting on beach

CALL TO ACTION: Follow us on Facebook

“Want to learn more special things about this beach? Join us on Coal Oil Point’s Facebook page.”

Potential emotion: motivated

Potential shots:

- Screencast of Coal Oil Point’s Facebook page