

## CONCEPT 1

**A: 3 Reasons Why I'm Still A [insert specialty]**

**B: Worth getting up for**

**C: Making the rounds**

**Length:** between 90 seconds and 3 mins

**Sound:** Something akin to the atmospheric music [at 0:31 here](#)

**Description:** These videos will be an opportunity for our medical experts to share their stories and explain why they do what they do. We want to highlight the medical professionals actively working to change inequality in medicine, how they got started, and what keeps them going.

**Format:** We'll record these interview-style, feeding our medical experts questions and prompting them to go into greater detail. For the edited clips, we'll have text superimposed for each "reason" when they start talking about it (or quick interludes that are text-only frames of their pithier quotes as they're saying them). Ideally, we'll have photos/video of them outside the studio in action (could include shots from graduation from med school, delivering a baby, teaching, in a lab, etc.)

- Example of [text superimposed](#) (0:02-0:06)

### SCRIPT CONCEPT

**First frame:** Open with the medical expert saying "I'm [name], and I'm a [insert specialty] because [insert short reason]"

*In the Project Flip typeface with animated sketches of common medical props (stethoscope, scrubs) around the text.*

**Opening Title Card reads:** WORTH GETTING UP FOR

### **Cut to...**

[The medical expert explains how long they've been doing what they do and why they feel passionate about their work. For 3-5 minutes, we'll feed them questions, prompting more personal reflections and memories on their careers and why they do what they do.]

### **Ending**

That's why I'm here.

To help people pursue what's possible.  
Which is what Carrot's all about.

***Last frame...(3 seconds)***

Project Flip logo large and center  
"By Carrot Fertility" in italics underneath

**Inspiration:**

- [For a living from Refinery29](#)

## CONCEPT 2

**A: Your most searched: answered**

**B: The second opinion**

**C: Expecting answers**

**Length:** between 90 seconds and 3 mins

**Sound:** I'd like upbeat drum sound effects throughout (I really love how it's done for this [Wired](#) series).

**Description:** The purpose of these videos is to allow Carrot medical experts to debunk commonly misunderstood things about fertility, hormonal health, and family forming in a lighthearted and approachable way. If a question makes them laugh, shocks them, or provokes another reaction, we want that reaction included.

**Notes:** We need to have a disclaimer at the end of each ("medical opinions expressed...")

**Format**

***First frame:***

Open on a search bar.

A query is typed in the search browser as music picks up.

*In the Project Flip typeface.*

**Opening Title Card reads:** YOUR MOST SEARCHED: ANSWERED

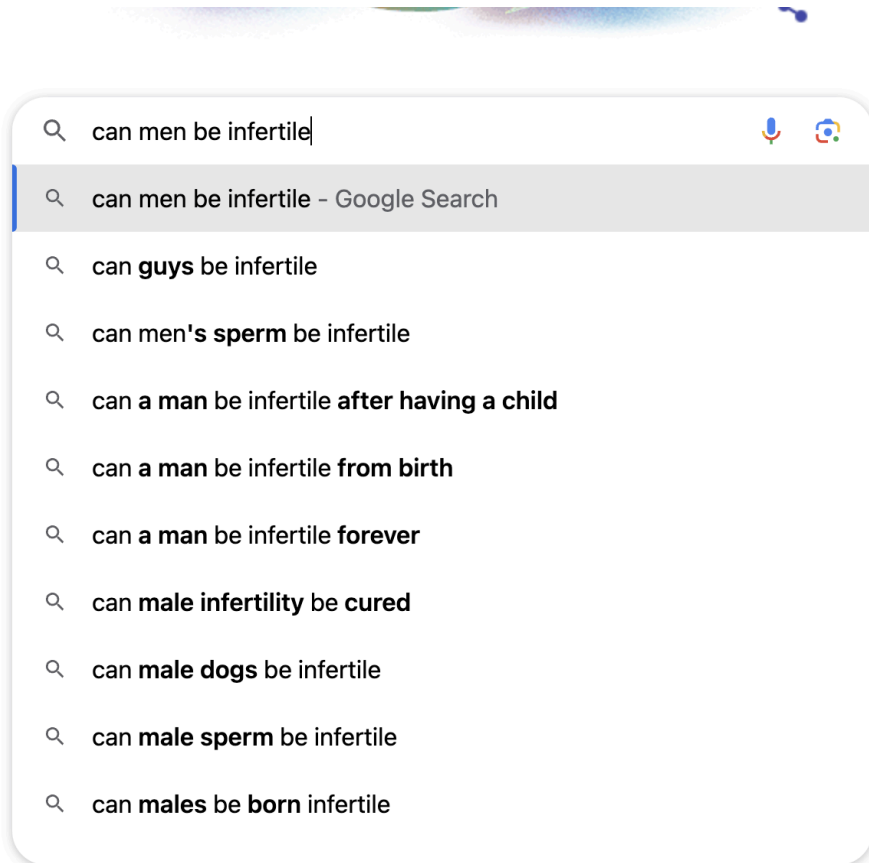
***Cut to...***

Center framing of a medical expert sharing a visible/verbal and authentic reaction to questions (active listening, sigh, playful laughter, etc.)

***Cut to...***

The series wrap will be a search bar with common queries for the topic we're discussing.

- For example: For male factor infertility, the opening slide would be a list of common queries about male infertility. The cursor will click the magnifier icon, and then the frame will change to "Your most searched: Male Infertility"



### **Cut to...**

The medical expert introduces themselves and their credentials (lower thirds includes the name and medical credentials): "Hi, I'm Dr. Jim Hotaling. I'm a urologist specializing in male infertility and men's health. And I'm here so you don't have to rely on the right search terms to learn about male infertility."

[For up to two minutes, the expert will answer the queries. We'll aim for a minimum of three queries]

### **Ending**

That's it for today.

Thanks for watching, and remember you don't have to navigate these questions alone.

***Last frame...(3 seconds)***

[Project Flip logo large and center]

By Carrot Fertility [in italics underneath]

**Inspiration:**

- [Tech Support \(Wired\)](#)
- [Autocomplete Interview \(Wired\)](#)