


Title of Project: Vital Strategies to Reduce Risk from Wildfires

Target Audience: Homeowners in California, Colorado, Texas, Nevada, Arizona, Idaho, Washington, New Mexico, Oregon, Utah

Learning Objectives: Prepare your home in order to reduce the risk of damage or loss from wildfires

Directions for Reviewer(s):

- Please read over the audio script and text on screen to check for accuracy, realistic situations, and completeness
- Use the "Comments" feature to ask questions or make comments on larger issues within the script or on-screen text
- The first row includes a chunked section of video and timeline markers
- The second row includes the audio script; Murf.AI used for audio
- The first column includes the Visuals and on-screen text (OST)
- The second column contains the animations/flow of the video
- Background music "Science-Documentary" from Envato will be played on a low volume of 8%. After the introduction, "Raising Me Higher" from MixKit will be played at 8%
- All images and videos have been obtained from Canva

SCENE: Intro		LOCATION: 1-42 seconds	
Audio Script: Between 2022 and 2023, wildfires accounted for over \$3.2 billion in damage across the United States. 4.5 million U.S. homes are at high or extreme risk from wildfires. In the blink of an eye, the world around you can transform into an inferno of destruction. The choices you've made in advance can mean the difference between disaster and survival. Join us as we explore the vital strategies that will significantly reduce the risk of damage or loss in the face of nature's fury.			
On Screen Text (OST) and Visuals:		Animations/Graphics	
[video] 		[1-3] Video begins with mysterious science-documentary music in background; burn out transition; mysterious music in background throughout intro	

[video]



[video]



[video]



[3-9] burn transition in and out

[9-12] zooms in on house fire; burn through fade in and out

[12-18] burn through fade in; zooms in on WILD FIRES text and remains; burn transition out

[18-24] burn transition in; arrows transition out

[OST] Vital Strategies to Reduce Risk
From Wildfires



[video]



[24-34] fade into image of hands over house; zoom into hands; OST zooms in at 26
timed with VO; OST has a 60% transparent rectangle and dark grey text, Lato Black
(formatting for OST to remain same throughout)

[34-42] fade into video of family looking at home and wrapping arms around each
other, timed with VO; fades out

SCENE: Defensible Space

LOCATION: 42- 1:58

Audio Script:

The first action to take is to create a defensible space. This is the area around your home where you can take proactive measures to reduce the risk of a wildfire reaching your property. The defensible space should extend at least 30 feet from your home. This

zone acts as a buffer, reducing the risk of flames and embers reaching your home. A 30-foot space allows firefighters to safely access your property and defend it from encroaching flames.

Be sure to:

- Clear away dead vegetation, leaves, and branches within the 30-foot zone. This includes bushes, shrubs, and small trees. Regularly clean up dry leaves and debris from gutters, roofs, and the ground within the 30-foot zone.
- Trim trees and bushes within the defensible space, creating a well-spaced, low-fuel environment.
- Store firewood, propane tanks, and other flammable materials at least 30 feet away from your home in a designated storage area. If you use mulch for landscaping, ensure it's non-flammable.
- If you have wooden fences and decks, consider creating a non-flammable buffer zone by using fire-resistant coatings and materials.

Remember that the goal of the 30-foot defensible space is to create a buffer zone where a wildfire has a reduced chance of spreading to your home. By removing or relocating these flammable items, you significantly reduce the risk of your home catching fire during a wildfire event.

On Screen Text (OST) and Visuals:

OST: Defensible Space



OST: 30 Feet (in arrow)



Animations/Graphics

[42-54] Pans in on clear space in front of home; OST zooms for 5 seconds timed with VO; fade out

[54-59] burn transition in and out; grey arrow fades in; zooms in and moves onto tape measure; Arrow has text, "30 feet"

[video]



[video]



[video]



[59-1:04] video of embers fades in and out, timed with VO

[1:04-1:09] video of firefighters fades in and out, timed with VO

[1:09-1:15] video fades in and out, timed with VO

[1:15-1:23] fades in and zooms to hand with leaves; fades out timed with VO

[video]



OST: Fire-Resistant
Coatings & Materials





[1:23-1:30] video fades in and out, timed with VO

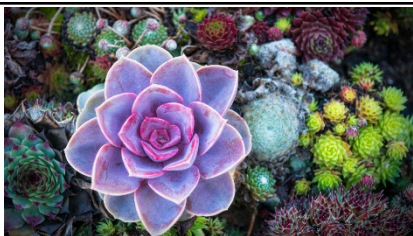
[1:30-1:40] fades in and slowly pans to firewood and storage shed

[1:40-1:46] image fades in and out; lower third labels deck and fence as fire-resistant; lower third remains through next image

[1:46-1:49] fades in and out; lower third OST label remains

<p>[video]</p> 	<p>[1:49-1:58] fades in and out, actions timed with VO</p>
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SCENE: Fire-Resistant Landscaping	LOCATION: 1:58-2:40
<p>Audio Script:</p> <p>Creating a defensible space is crucial, but so is investing in fire-smart landscaping. Choose fire-resistant plants, create spacing between trees and shrubs, and maintain a well-hydrated garden. Fire-resistant plants include low-growing ground covers, succulents, and lavender. When planting trees, consider Deciduous Trees: Trees like maple, oak, and poplar are less flammable than evergreens. Their leaves drop in the fall, reducing the amount of flammable material. Most importantly, avoid placing plants too close to the house. A well-designed landscape helps break the path of a wildfire, reducing the chances of it reaching your home.</p>	
On Screen Text (OST) and Visuals:	Animations/Graphics
<p>[video]</p> <p>OST: Choose Fire-Resistant Landscaping</p> 	<p>[1:58-2:13] video fades in and out timed with VO; OST zooms and has same transparent rectangle as other OST</p>

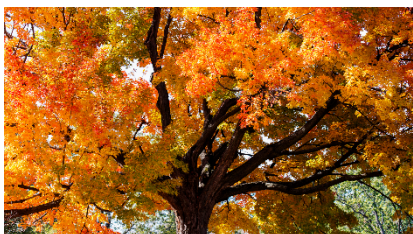


[2:13-2:15] fades in and out, timed with VO; zooms in on ground cover/succulents



[2:15-2:17] fades in and out timed with VO

OST: Deciduous Trees



[2:17-2:24] fades in and out; Same rectangle fades in with OST; fades out with image



[2:24-2:30] fades in and out; zooms and pans into pile of leaves



OST: WELL-DESIGNED LANDSCAPE



[2:30-2:35] fades in and out; pans over to front of house; zooms in on landscaping next to house

[2:35-2:40] fades in and out; Lower third OST enters and exits with slide

SCENE: Structural Ignitability

LOCATION: 2:40-3:27

Audio Script:

Our next prevention strategy is structural ignitability, often referred to as home hardening. This is the practice of making your home more resistant to ignition. Fire-Resistant Materials for Home Components include:

- Double-paned windows and ember-proof vents with fine mesh screens.
- Having fire-resistant roofs made of Class A asphalt shingles, metal, tile or fire-resistant treated shingles are your best options.
- For your Fences, opt for non-combustible materials like concrete, brick, stone, or metal. For wood fences, use composite decking or concrete.

Using these materials and plants can be essential in creating a defensible space around your property and reducing structural ignitability.

On Screen Text (OST) and Visuals:

Animations/Graphics

OST: Structural Ignitability



OST: Double-pane



OST: Metal Roof



[2:40-2:47] fade in and out; OST with same rectangle enters with color burn transition as image zooms into top of burning house and people; color burn of OST exits with image

[2:47-2:54] Color burn transition in and out; zoom and pan onto architectural plans, timed with VO

[2:54-2:58] fade in and out; pan to windows only; OST enters on top of grey arrow with white text, pointing to the windows

[2:58-3:06] fades in and out; pans to top of roof; OST fade in as image zooms to roof and fades out with image; text inside white arrow with dark grey text pointing to metal roof

OST: Non-Combustible Materials



[3:06-3:15] fade in and out; OST fades in timed with VO and fades out with image; OST is in same rectangle with same font

[3:15-3:20] pan over to fence, timed with VO; fade in and out

[3:20-3:27] repeating image from defensible space, fades in and pans to open space in front of home, timed with VO; fades out

SCENE: Communication and Awareness

LOCATION: 3:27-4:08

Audio Script:

Our final prevention strategy is maintaining communication and awareness. Stay informed about wildfire risks in your area. Participate in community meetings and maintain open communication with local authorities. Many areas have community alert systems that send emergency notifications through phone calls, texts, or emails. Be sure to register for your local system. And

don't forget the National Weather Service. They issue red flag warnings and fire weather watches when weather conditions are conducive to wildfires. These alerts are crucial for early warnings. Being prepared for wildfire season is essential to protecting your family and property.

On Screen Text (OST) and Visuals:

OST: Maintaining Communication & Awareness



[video]



Animations/Graphics

[3:27-3:31] Blur Zoom transition in, zooming; OST fades in timed with Blur Zoom, giving it a 3D effect; OST in same rectangle; OST and image fade out together

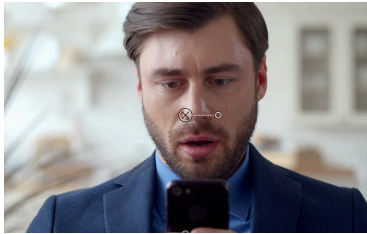
[3:31-3:36] fade in and out

[3:36-3:41] fade in and out

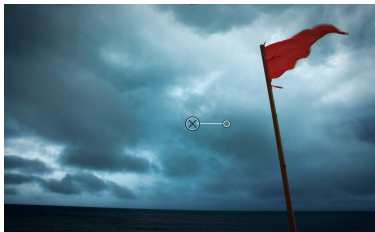
[3:41-3:44] fade in and out



[video]



OST: National Weather Service






[3:44-3:48] fade in only

[3:48-3:51] fade in and out

[3:51-3:54] Fades in and out; OST fades in and out, timed with VO; OST is in same rectangle, same formatting

[3:54-3:58] fade in and out

	<p>[3:58-4:03] fade in and out; gradually zoom in to lightning</p>
	<p>[4:03-4:08] fade in and arrows transition out</p>

SCENE: Objectives Recap	LOCATION: 4:08-4:35
<p>Audio Script: Creating a defensible space, investing in fire-smart landscaping, reducing structural ignitability through home hardening, and staying informed are key steps to safeguard your home. Remember, these measures can greatly improve the likelihood of your home surviving a wildfire. Your safety and peace of mind are our top priorities. We hope that this knowledge empowers you to stand strong, vigilant, and ready.</p>	
On Screen Text (OST) and Visuals:	Animations/Graphics
<p>[video] – with OST</p> 	<p>[4:08-4:21] OST wipes in from left; OST remains on slide; fades out</p>



[4:40-4:48] fade in and longer fade out; OST fades out at 4:43; audio tapers; music and video end