

**Deliverable:** Sherry Turkle/Jeff Selingol video bumper (solo)

**Goal:** play in general session before Turkle/Selingo fireside chat

**Target length:** 1 min

**Script:**

| Duration | Copy                                               | What you see                                                    | Where to find asset/notes                                                                                            |
|----------|----------------------------------------------------|-----------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| 00:02:39 | Meeting the Moment. With Our Heads.                |                                                                 | Use the head graphic                                                                                                 |
| 00:01:98 | Meeting the Moment. With Our Hands.                |                                                                 | Use the hand graphic                                                                                                 |
| 00:03:06 | Meeting the Moment. With Our Hearts.               | Switch “With Our Hearts.” with “Together.” (slide up animation) | Use the heart graphic, then collide all the graphics together to form a cohesive whole. See Anna’s deck for graphics |
| ani team | Meeting the moment. Together.                      |                                                                 |                                                                                                                      |
| ani team | What is the importance of solitude?                | copy                                                            |                                                                                                                      |
| ani team | What can we glean from this collective experience? | copy                                                            |                                                                                                                      |
| ani team | How can we truly be “together” right now?          | copy                                                            |                                                                                                                      |
| 00:02:40 | PLEASE WELCOME<br>PLEASE WELCOME<br>PLEASE WELCOME | FLASHING                                                        |                                                                                                                      |
| ani team | Tech ethnographer                                  |                                                                 |                                                                                                                      |

|          |                                                                                                                                |                        |                                  |
|----------|--------------------------------------------------------------------------------------------------------------------------------|------------------------|----------------------------------|
| ani team | Licensed clinical psychologist                                                                                                 |                        |                                  |
| ani team | <i>NYT</i> best-selling author                                                                                                 |                        |                                  |
| ani team | Founding Director of the MIT Initiative on Technology and Self                                                                 |                        |                                  |
| ani team | Dr. Sherry Turkle<br>Professor of the Social Studies of Science and Technology at MIT                                          | Include her photo here | See turkle <a href="#">here</a>  |
| ani team | In conversation with                                                                                                           |                        |                                  |
| ani team | <i>NYT</i> best-selling author                                                                                                 |                        |                                  |
| ani team | Award-winning education reporter                                                                                               |                        |                                  |
| ani team | Founding Director of ASU's Academy for Innovative Higher Education Leadership                                                  |                        |                                  |
| ani team | Jeff Selingo<br>Special Advisor to the President, ASU<br>Visiting Scholar, Georgia Tech's Center for 21st Century Universities | Include headshot here  | See selingo <a href="#">here</a> |

**Total: ~60 sec**