

Cover



Brown Foundation 75th Anniversary Video Outline

Client: Brown Foundation | **DATE:** February 2025

PADRON & CO.

Video Outline

- Introduction
 - What is a video outline?
 - Why is it important?
 - How to create a video outline?
- Planning the video
 - Determine the purpose and audience
 - Research the topic
 - Create a storyboard
- Writing the script
 - Develop the main points
 - Write the dialogue
 - Add transitions and graphics
- Filming the video
 - Set up the camera and lighting
 - Record the footage
 - Edit the video
- Distributing the video
 - Choose a platform
 - Upload the video
 - Promote the video



Video Outline

Intro

History

- Company/Founders
 - **Brown Foundation** ▾ to Gather the following:
 - Audio at the Library Painting|Historical Findings
 - Paintings of Founders
 - Formal Family Photos (Nancy|Jillian to grab photos or other family members visiting the property)

- The foundation was kind of founded twice 1951 but the majority of the money didn't come until 1960s until Herman's death and the company being sold to Halliburton originally Brown and Root
- WISH LIST ITEM: Introduce the Family as a whole in a Family Tree -
 - Padron ▾ : Illustrate Family Tree Graphic
 - Brown Foundation ▾ : Family Tree with details:
 - Name
 - DOB
 - Death
 - projects/committees the typically back/serve
 - Photo (if possible Padron can illustrate if needed)
- Documents/Photos List:
 - Brown Foundation ▾ to help Padron ▾ Gather: examples that we can flash on screen:
 - Herman Brown's will, Article of the creation of the company - but they can just go into the archive | Flash on the screen
 - MFAH Photo - Gala in the 1960s
 - Ribbon cuttings
 - Opening of the Menil (OG Grantees)
 - Signatures in Sculpture at Menil
 - Hand drawn Foundation Image that Padron team can trace/Illustrate - this was the Major Timeline - handwritten | we need to digitize it - we need to trace it and make it digital art - then we can make them into icons. They can be used on the website as well.
 - Location in 1951 - they have some photos and can show humility, since they were always small. Houston Center
 - Original Handwriting (GRB - we need space) - slow fade this onto their photos
- Brown Foundation ▾ : List of the first Grantees

Interviews:

NOTE: These are intertwined throughout the video

- **Brown Foundation** ▾
 - **Family** Interviews
 - Priority of interviews
 - Required and not required interviews
 - When they can be scheduled
 - List of **Grantees** to interview
- We can do just audio for some that do not need to be on video
- We do some virtual if needed with a good setup

VALUES

We Identified the value statements: “**Build. Sustain. Enhance.**” with all values coming back to these areas with **Stewardship** being a main pillar

We are figuring out what kind of projects that should be covered but that **Padron** ▾ suggest that they should be impact focus

Something we need to think about is to define the difference between **Sustain** and **Enhance** **Padron** ▾ and **Brown Foundation** ▾ joint effort we landed on the following, but need to finalize this and **make sure it is clear in the video**

- **Sustain** – Fund for years and longer durations
- **Enhance** – Fund projects or Capital Campaigns
- For all Value Statements, we need **Specific Examples**:
 - Brown Foundation ▾ to come up with a list of most significant projects that span across the 75 years
 - We determined that this can be narrowed down into 3 or 4 groupings, Eras or every 25 years, but this can be decided later.
- Data required from Brown Foundation ▾
 - Spreadsheet of orgs and when they received funding – This is for a stacked graph to **show loyalty (Sustain)**. Name the ones that have been funded the longest. 50+ years. But it would should the quantity of orgs as well
 - How long an organization has been funded
 - Average Length of Grants
 - Service Areas
 - Grants in the different impact areas from each era
 - Growth Map – **Showing the Impact** of The Brown Foundation **(Build)**:
 - We need excel list of every grant for a capital campaign for a new building/places/landmark/park or improvement of a building
 - Categorized as new or improvements

- Categorized by type
 - Powerpoint with all the data from founding-2010

Video/Closing

Need to be Evergreen:

Maybe [Brown Foundation](#) can find something that George says about what they did then and relate to how it is what they are doing today and what they can see doing in the future. Values never change

- Who can close out the video? Newer Member?
- Current family photo zooming out?