

A person wearing a plaid shirt and orange gloves is holding a small green plant with soil in a black bucket. The background is a blurred green field.

ENVIRONMENTAL ECOFOREST PROMO VIDEO

Presented by
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OBJECTIVES

- Inform members of the community about the project
- Inspire others
- Showcase the progress
- Illustrate the impact

PLANNOUT



Beginning

- Hook the audience
- Brief title / description
- Reporter introduces the project

Middle

- Alternation between voiceovers and interviews
- Nat pops and b-roll of people working together

Ending

- Reporter's final comments
- End with an impactful quote

CONTENT OUTLINE

- Explanation of the plans, organizations involved, and reasons behind the idea
- Description of project's progress
- Depiction of ecological and social impact on the community



Show the project's plan
and development



Show the human interactions
to appeal to pathos



MORE IDEAS

- Short interviews of volunteers
- Videos promoting involvement of viewers in planting
- Informational videos of environmental concerns in Sarasota County