

Conceptual Video Feature Development

Increasing Employment Opportunities for Persons with Disabilities

Purpose: The purpose of this Video Feature (VF) is to produce a series of videos about employment of people with disabilities featuring specific people (not yet determined). The direction is to pursue, on a concurrent path, a video campaign that would be ongoing and include all work programs (non-profits that train people with disabilities so that they can be employed) in the City of Riverside. The VFs would show that these programs are available to employers and will include a vignette showing a profile for success (an employed person with disabilities) for each work program.

Script Outline

Definition: A Video Feature is between 3-5 minutes in length in comparison to a 1-2 minute PSA. Since the concept will feature, at minimum, an employed person with a disability, the term feature is included.

The VFs can start with the City contracting with Ability Counts (a work program) and the City's relationships employing people with disabilities. These VFs will not promote the non-profit work programs but the people being employed. Here is an opportunity for employers in the City to see, consider and employ people with disabilities who want to work. The first video will be developed and followed by others in a similar format.

The ADA Coordinator will meet with the City's Video Production unit to flush out the concept for a script for review. One concept is to show workers taking recycling bins out of City Hall since it is such a recognizable building and shows government support.

Needed: An eloquent person from the work program and a work program client should be prepared to speak per VF.

Goal: To motivate employers concerning this workforce – an emotional response is needed. Plan to showcase 4 work programs/ 4 success stories with 4 struggles.

The Work Program should explain:

- That the workers want to work.
- How the work program supports the workers.

The employee should be able to explain:

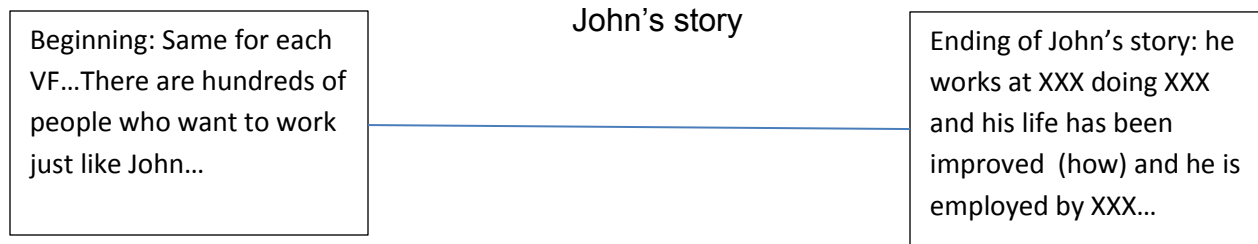
- What happened.
- What's the struggle.
- Who helped you.
- How it was before they started work.
- How working has changed their lives.

The employer should be able to explain:

- What makes this worker special or different?

- What are his/her beneficial qualities?
- What is the up side of employing from this work force?
- What is the benefit of hiring these employees?
- Would you hire this person again?
- I was not sure, but these are the advantages – this is the good part.

VF Snapshot:



Beginning:

- What happened?
- What is the struggle?
- Who helped you?

The Story:

- Be sure to include the Economic Development benefit to the employer and the City.
- Find people who speak relatively well on camera.
 - Use of narration can mitigate a good deal of speaking.
 - Relaxed, compassionate interviewer.
 - Relaxed setting that is quiet.

Ending:

- All these workers need is a chance.
- By taking a chance on these workers, this is how their lives can improve and businesses can benefit.
- Why it is important that you help.
- What is the barrier to the employer?
- How can you remove this barrier?
- All they need is a chance.
- For more information, contact (work program).

Title:

The title should be the same for all VFs. The desired outcome is for the viewer to remember the title, the employee and their story.