

**Thin Line Festival Video Project Script**

**Video Storyline:** This 30-second promotional spot will be aired at the 2018 Thin Line Festival. The video will begin with a serious tone at the beginning and pick up after the 10-second mark to a bit more uplifting and inspirational. Most rider stories will be short and showcase why they like riding DCTA, and will include the “I am DCTA” tag. Three main riders will be featured in the video.

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| **Scene** | **Background** | **Talent** | **Instruction** | **Screen Time** |
| Screen fades in from black to a cinematic shot of the side of the A-train with people coming and going. | Dramatic music. | No riders. | Shot of the A-train’s side that will match the scenes of the rest of the video. | 0:03 |
| The same screen shot shows Rider #1 being among those coming and going boarding the A-train.  | The music drops a little. | DCTA Rider #1 is heard giving a quick sound bite about why they like to ride DCTA.  | Make sure Rider #1 can be distinguished enough on camera.  | 0:06 |
| Screen jump cuts to Rider #1 sitting on the A-train and holding our “#WhyIRideDCTA” sign.  | The music is still dropped a little. | DCTA Rider #1 voiceover to their shot says “I am DCTA.” | N/A  | 0:03  |
| Screen fades in from black to a cinematic shot of the side of the buses with people coming and going. Rider #2 is among the crowd at the bus stops.  | Dramatic music peaks until Rider #2 speaks. Then it drops a little.  | DCTA Rider #2 is heard giving a quick sound bite about why they like to ride DCTA.  | DCTA Rider #2 is going to be among the people who are coming and going and boards a bus so one wide shot and one tight shot.  | 0:06 |
| Screen jump cuts to Rider #2 who is sitting on a bus with our “#WhyIRideDCTA” sign. | The music turns from being dramatic to being more inspiring.  | Rider #2 is just holding the sign and slowly smiles. Their voice over says “I Am DCTA.” | Wide shot of Rider #2 on the bus, with a tight shot immediately after right before they smile. | 0:03  |
| Screenshot of the inside of the DDTC where people are interacting and employers are helping. | Inspiring music buildup to climax until after the voice overs are done and it. | Multiple riders saying “I Am DCTA” and it overlaps one another to create a ripple effect in music. | Wide shot of the entire DDTC with a tight shot on employees helping customers at the window smiling. | 0:06 |
| Screenshot where the brick DCTA tower is that fades to black | Inspirational music fades out.  | One lone voice over say, “I am DCTA” when it fades from the clock tower.  | A pan shot over the brick clock tower where the DCTA logo is.  | 0:03 |