

**Video Creative Brief: UC Davis Fall Gala 2021, Powering up  
Gala event date: October 8, 2021  
Video send date: October 12, 2021**

**Brief last updated: July 13, 2021**

Filming/Editing Date: Aug. 16-19  
First rough cut delivered (Talon shares with Betsy, Becky): September 1  
Edits back to Talon: September 7  
B-roll of move-in to Talon: September 20  
Second cut delivered (leadership review): September 22  
B-roll of event to Talon: October 9  
Final cut delivered: Monday, October 11  
Send date: Tuesday, October 12

**Published via:** Gratitude Gala follow-up email. One video via two email sends: One to invitees who did attend; one to those who did not.

**Audience:** Leadership Giving Society members; Campaign volunteers

**Project Team Responsibilities**

- Video Production: Tim Kerbavaz, William Redenbaugh, Taylor McMahon
- Project Manager: Betsy
- Interviewer: Talon with support from Betsy and Ashley Han
- MarComm approvals: Becky, Betsy
- DEVAR approvals: Angie, Jason, Shaun, Paul, Chong, Brenda

**Featuring:** Grateful students; grateful faculty; happy patient. Donors will be acknowledge through people speaking to their impact; will not be interviewed for this stewardship video.

**Tone:** Celebratory, grateful, proud. Colors: warm, fall colors to evoke autumn. This will accompany an autumn-themed gala party but the theme is we're powering up this fall.

**Length:** 5-6 minutes

**Purpose:**

- Steward top donors
- Express gratitude for their generosity during COVID
- Celebrate that campus is powering up again
- Highlight top gifts that have kept us going
- Showcase the four pillars of our campaign: health; environment; innovation/creativity; education

**Concept:** This will be the companion piece to our April 2020 "Welcome Home" video to donors when we told them we couldn't wait to welcome them home. The script will follow the narrative: "Your support kept us powered through these long months, and now that we are safely rebooting this autumn, we want to share the good news and say thank you."

**A-ROLL:** Would feature welcome home wishes from faculty and students who are happy to get back to campus and grateful for the impact of some kind of philanthropy this year. Messaging:

1. Specifics of the philanthropy that has/will help them (impact messaging)
2. How grateful they are (gratitude messaging)
3. How excited they are to get back to campus; what they are looking forward to (inspiring/celebratory messaging)

**B-ROLL:** Lights going on in a lab; a bike tire being pumped full of air; animals waking up; a laptop booting; foals taking their first steps; dorm move-in; backpacks zipping up; students riding to class. Exhibitions at Shrem. Sunrise over the water tower.

**AUDIO:** Music + superscript captions + A-roll interviews; no voice-over

### Interviewees List

Leadership:

1. Chancellor May: Universitywide view; how exciting it is to be powering up again this fall; campaign kickoff – by Muamer

Faculty:

2. GOSS CHAIR: African-American studies professor Milmon Harrison (who recently won a chancellor's diversity award) or chair of the D.E. Bettina Ng'weno – talk about what the new Goss chair will mean (Preparing Change Makers; L&S)
3. SHREM MUSEUM banner year: Rachel Teagle Mention the Hepper gift, and other big gifts – new exhibitions, etc. (Sparking Innovation; arts)
4. ONE HEALTH/VET MED: Jonna Mazet preventing the next pandemic (Reimagining Medicine; Sustaining Healthier Communities)

Student interviews (3):

1. BRYANT GIFT: COE undergrad woman of color – talk about what Diane Bryant's example means to her (Sparking Innovation/Creativity)
2. AGGIE LAUNCH: CBS Bodega student – talk about the experiential learning of the fellowship (Preparing Change Makers) – by Muamer
3. AG GRAD STUDENT: a grad student with fellowship support discussing sustainable research – perhaps in Ermias Kebreab's lab. (Sustaining Healthier Communities)

Student quick voices:

1. ATHLETICS SCHOLARSHIP student: talk to a scholarship athlete with an internship
2. VET MED – scholarship student; good representation for Vet Med
3. CHICANX/LATINX CAAA Scholarship recipient: scholarship winner speaking to us as a Hispanic-serving institution

Patient interviewees:

1. COVID/OTHER PATIENT – the first one released from hospital? Someone whose life has been saved and is willing to go on camera – Jamie Dixon help identify

\*\*end\*\*

FOR MARCOMM USE:

All C/S/U's – blue means they are represented above

Yellow means a b-roll shot

1. College of Agricultural and Environmental Sciences – Grad fellowship student interview
2. College of Biological Sciences – Bodega student interview
3. College of Engineering – Female of color undergrad @ Bryant gift
4. College of Letters and Science -- Faculty interview @ Goss gift
5. Graduate School of Management – transition 4
6. School of Education – transition 4
7. School of Law – classroom lecture – transition 4
8. School of Medicine – transition 2
9. Betty Irene Moore School of Nursing – transition 2
10. School of Veterinary Medicine – Jonna Mazet; Equine faculty
11. UC Davis Medical Center – Grateful patients; Jonna Mazet
12. Global Affairs -- ??—this is tricky because some programs are still shut down
13. Graduate Studies—Ag student interview
14. Manetti Shrem Museum of Art – Teagle interview @ art gifts
15. Mondavi Center for the Performing Arts
16. Office of Research – Ag student interview
17. Student Affairs – The Pantry b-roll
18. UC Davis Arboretum – Chancellor May interview location
19. UC Davis Athletics – scholarship recipient
20. UC Davis Library – students studying