

## Environmental & Green Issues Pitch

**Can you speak passionately about environmental issues?**

We're looking for new talent from across Scotland who can take environmental news stories, both global and local and turn them into engaging videos for BBC The Social.

### Challenge

Take a link from the list below and make a 90 second video that sums up the story making it relatable to our Scottish audience. Feel free to do additional research into the story to give your video more depth, but make sure any other facts you reference are backed up by multiple credible sources.

#### Links to stories:

France Bans disposable plastic for takeaways

<http://edition.cnn.com/2016/09/19/europe/france-bans-plastic-cups-plates/index.html>

Scottish Solar Farm

<https://www.cnbc.com/2017/08/16/scotlands-largest-solar-farm-gets-approval.html>

Scottish Renewable Energy

<http://www.bbc.co.uk/news/uk-scotland-40149604>

Trump pulls out Paris Agreement

<https://www.theguardian.com/environment/live/2017/jun/01/donald-trump-paris-climate-agreement-live-news>

Heating Oceans

<https://e360.yale.edu/features/feeling-the-heat-warming-oceans-drive-fish-into-cooler-waters>

What if Earth warms by 2 degrees

<http://edition.cnn.com/2017/07/31/health/climate-change-two-degrees-studies/index.html>

Does Recycling Make A Difference

<http://home.howstuffworks.com/green-living/recycling-difference-green-impact.htm>

EXXON

<https://news.vice.com/story/exxon-spent-millions-denying-climate-change-knowing-all-along-it-was-real>

### **Tone of the video**

Whether you're all about a comedic approach or a more serious angle, the key is that the tone reflects who you are. We're looking for confident on screen talent who can engage our audiences and be factual but give their own unique perspective on the topic at hand.

### **Keep it interesting**

A whole video of you talking to camera with a static shot that doesn't change can get boring quickly. Think of simple creative ways that you can mix up shots, add graphics, change locations etc. Anything that makes it visually interesting whilst not distracting from the videos message is key. Animations or graphics are a useful way of putting across complicated facts and figures but shouldn't be relied on.

### **Skills**

Editing

Able to record yourself talking to camera

Basic graphics & animation skills (not essential)

### **Using clips**

We're allowed to use clips from outside the BBC provided we have an accurate on screen source and it's used in a review format. For example, a clip of a new ocean cleaning invention could be used if the invention was talked about in your video and the clip is used to give a visual reference. You must note the original source for our on screen graphics.

### **Kit**

The latest DSLR is NOT essential for making videos for The Social. Many contributors use their phone to record or a small point and click camera. As long as it can shoot HD and the audio it captures is clear and audible. There are simple ways for you to light your shots without expensive kit and there are plenty of free software alternatives.

### **Editing**

<https://www.blackmagicdesign.com/uk/products/davinciresolve/>

<https://hitfilm.com/express/>

<http://www.avid.com/media-composer-first>

### **Photo Editing**

<https://www.gimp.org/>

### **Lighting**

<https://www.youtube.com/watch?v=XqeCHzk2RdA> (useful tips for using natural light)

### **Deliverables**

Length: 1 minute to 90 seconds

Format: HD or full HD 16:9 that can be made into a 1:1 format (see safety Zone attachment)

Full transcript of any speech in the video.

### **Good Examples**

<https://www.facebook.com/NowThisNews/videos/1007415792680054/>

<https://www.facebook.com/bbcthesocial/videos/1136745309769224/>

<https://www.facebook.com/bbcthesocial/videos/1119218661521889/>