LOTT AND THE BUDD INLET TREATMENT PLANT

NACWA Award Category: Public Information & Education Video

PLANNING & SCRIPTING

- Virtual tour videos were identified as a priority during the pandemic while in-person treatment plant tours were on hold.
- The project team included staff from across the organization to provide technical knowledge and diverse perspectives.
- LOTT engaged a professional video company, Twisted Scholar.
- Project goals were identified, scripts written and refined, and examples from other utilities reviewed.

FILMING & EDITING

- A shot list, interview questions, and production schedule were developed. Multiple filming dates were planned with pandemic safety protocols in place.
- Staff were enlisted to deliver on-camera interviews.
- The team captured many hours of video, including drone footage and extra "b-roll" of treatment plant processes, which were provided to LOTT as a bonus work product.

GRAPHICS & VOICEOVERS

- Twisted Scholar developed many engaging animated 3-D graphics and sound effects used throughout the video to convey key concepts.
- Professional voiceover talent provided narration.
- Multiple rounds of drafts were provided for further review and editing, prior to finalizing the videos.

COMMUNITY OUTREACH

- The videos are a key feature of the LOTT website, social media posts, schools programs, and presentations to community groups, industry peers, and elected officials. Feedback has been overwhelmingly positive.
- The seven video series can be enjoyed at: www.lottcleanwater.org