| **SAMPLE VIDEO TEMPLATE** |
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| **Act***This column lists the act or part of the video.* | **Shot** *This column lists the shots you need to make sure to capture.* | **Script/Verbiage***This column lists verbiage, either on screen or spoken. Quotes indicate the character speaking.* |
| Opening Frame |  | 1. Logo (with schools) and extension.ncsu.edu
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| Intro | Title Card | 1. The Customer Experience in Three Acts
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| Intro | Title Card | 1. Starring: Rich Bonanno, Sarah Kirby, Tom Melton Narration by: Mike Yoder
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| Intro | Image of Rich Image of SarahImage of TomImage of all three – waving, thumbs up, etc.(Generally looking excited) | 1. This is Rich
2. This is Sarah
3. This is Tom
4. Rich, Sarah, and Tom work for Extension
5. Rich, Sarah, and Tom know that customers deserve a great experience when working with Extension
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| Act 1 | Title Card | 1. Act I: Be on Brand
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| Act 1Openning Scene | Rich in an Extension shirt, waist upTom in an Extension shirt, closer inRich getting readyTom getting ready | 1. Rich and Tom have an appointment.
2. Rich and Tom dress the part
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| Act 1 | Rich getting ready, reviewing notesTom getting ready, primping | 1. Rich gets ready.
2. Tom gets ready.
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| Act 1 | Tom brushing off shirt logoRich brushing off shirt logoRich sighing, frowning | 1. Tom’s shirt is perfectly on brand.
2. Rich’s shirt… is not.
3. Don’t be Rich.
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| Act 2 | Title Card | 1. Act II: Make a Negative, Positive
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| Act 2Openning Scene | Sarah working at computer, phone ringsAnswering phone | 1. Sarah and Rich have a customer
2. “Sarah Kirby”
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| Act 2Middle Scenes | Middle Scene Detailed out like in Act 1.  | 1. Middle Scene Detailed out like in Act 1.
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| Act 2Last Scenes | Sarah rolling her eye, looking miffed.Rich looking pleased, giving a thumb’s up. | 1. Don’t be Sarah.
2. EnRICH your customer communications with positive language.
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| Act 3 | Title Card | 1. Act III: Eliminate Crutch Words
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| Act 3Openning Scene | Tom talking on phone, laughing, surrounded by candy wrappers. Yay, yay (Tom speaking) | 24.Tom likes to talk to customers |
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| Act 3 Middle Scenes | Middle Scene Detailed out like in Act 1.  | 1. Middle Scene Detailed out like in Act 1.
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| Act 3Closing Scene | Sarah is smiling and making a heart with her hands on her left side | 1. Sarah did it better.
2. Be like Sarah
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| Closing Credits | Similar to Intro | 1. Similar to Intro
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*Note that this shot list is provided only as an example. You can view the corresponding video for reference at:* [https://youtu.be/7OpZ1NFtsm8](https://youtu.be/7OpZ1NFtsm8%22%20%5Ct%20%22_blank)