

## Everyone to the Table Public Awareness & Engagement Campaign Video Segment Scripts

### Target Timing: Delivery of your creative assets by August 16, 2021

Be part of the “Everyone to the Table” public awareness and engagement campaign. Your colleagues can help lift up the issue of hunger and hunger relief in this first-ever statewide campaign by all CAFB member food banks! In addition to videos of your colleagues talking about their role in the food bank, we would like to have you also record one of your colleagues saying some or all of the lines below. To make the following lines as authentic and impactful as possible, we suggest they be memorized, rather than read. Feel free to include as many colleagues in this process as you’d like and each person is welcome to deliver as many lines as they like, but keep in mind, we want to show the great diversity of those who work at food banks! It’s a good idea to have people practice a few times in front of the camera to get comfortable. This will help ensure the delivery feels authentic in the final spots.

### SCRIPTED VIDEOS

We’d like to get at least one take with the line delivered verbatim, then each subject is welcome to deliver the line in the way that feels most comfortable to them. The content and meaning should remain essentially the same with any slight variation that the team member may want to make. In the scripts below, some lines are marked as “Deliver in both English and native language,” but, feel free to use other languages in addition to English with any of the scripted lines. For context, storyboards are shown on page three of this document.

### VIDEO ONE: WE’RE HERE...

#### THE LINES WILL COMPLETE THE THOUGHT, “WE’RE HERE...”

**Line 1: Because one in five Californians don’t know where their next meal will come from.**

**Line 2: Because one in four Californians don’t know where their next meal will come from.**

**Line 3: Because we can end hunger if we’re all in the fight.**

**Line 4: Because the food from California’s farms and fields should never go to waste.** *(Farm/Farmer, Produce Storage, Urban Farm/Garden)*

**Line 5: Because hunger is still a crisis statewide.** *(Deliver in both English and native language)*

## VIDEO TWO: WE KNOW...

### THE LINES WILL COMPLETE THE THOUGHT, "WE KNOW..."

**Line 1: The pain of choosing between food and rent.**

**Line 2: How children thrive when they're well-fed and ready to learn.**

**Line 3: There are enough crops to feed every person in California.** *[Farm/  
Farmer, Produce Storage, Urban Farm/Garden]*

**Line 4: Hunger is here even when the headlines aren't.** *[Deliver in both English  
and native language]*

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#### Tips for Videos:

1. Always film video with your phone in horizontal (landscape) mode, and NOT vertical (portrait).
2. Please check your video settings before filming and make sure the quality is set to HD 30 or 4K 30 (60 is okay, but will take longer to upload).
3. Have someone else film the subject if possible. If a tripod is available, use it, if not, select a steady and stationary position for your camera, and make sure the subject is framed from the chest up in the shot! You can send multiple clips—it doesn't need to be all in one video.
4. Please be aware of background noises that may be distracting, such as lawnmowers, dogs barking, people talking in other rooms, etc. We understand that you may not be able to completely avoid background noise, but try your best to limit it.
5. Find locations that make a good, clean background. If there's a wall or other items behind the person, make sure they are not right up against it—have them take a few steps forward.

#### TIMING AND UPLOADING OF CONTENT

Please upload your files on or before **August 16, 2021**. Each file name should include **1. the name of your food bank, 2. the person's name and title**. For instance, "REFB\_SimoneBiles\_Programs Coordinator". Simply drag and drop your files to the following address: <https://bit.ly/Everyonetothetable>

**Thank you for your support!**

# Storyboards

## California Association of Food Banks

:30 TV STORYBOARD "WE'RE HERE BECAUSE"

<b>Visual:</b> Title Card <b>Audio:</b> Light music bed up and under <b>SFX:</b>	<b>Visual:</b> Food bank employee <b>Audio:</b> Because one out of every five Californian's doesn't know where their next meal will come from. <b>SFX:</b>	<b>Visual:</b> Food bank employee <b>Audio:</b> Because we can end hunger if we're all in the fight. <b>SFX:</b>	<b>Visual:</b> [Farm/Farmer, Produce Storage, Urban Farm/Garden] <b>Audio:</b> Because the food from California's farms and fields should never go to waste.
<b>Visual:</b> Food bank employee <b>Audio:</b> [In language] Because hunger is still a crisis statewide. <b>SFX:</b>	<b>Visual:</b> Cut to "We're Here." "Until hunger isn't." fades up after a beat. <b>Audio:</b> <b>SFX:</b>	<b>Visual:</b> Logos fade up, then URL <b>VO:</b> Learn, Act, Give at Everyone to the table.org <b>SFX:</b>	

## California Association of Food Banks

:30 TV STORYBOARD "WE KNOW"

<b>Visual:</b> Title Card <b>Audio:</b> <b>SFX:</b>	<b>Visual:</b> Food bank employee <b>Audio:</b> The pain of choosing between food and rent. <b>SFX:</b>	<b>Visual:</b> Food bank employee <b>Audio:</b> How children thrive when they're well fed and ready to learn. <b>SFX:</b>	<b>Visual:</b> [Farm/Farmer, Produce Storage, Urban Farm/Garden] <b>Audio:</b> There are enough crops to feed every person in California. <b>SFX:</b>
<b>Visual:</b> Food bank employee <b>Audio:</b> [In language] Hunger is here even when the headlines aren't. <b>SFX:</b>	<b>Visual:</b> Cut to "We know." "How to win the fight against hunger." fades up after a beat. <b>Audio:</b> <b>SFX:</b>	<b>Visual:</b> Logos fade up, then URL <b>VO:</b> Learn, Act, Give at Everyone to the table.org <b>SFX:</b>	