| **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 Sarah  Image of Tom  Image 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 1  Openning Scene | Rich in an Extension shirt, waist up  Tom in an Extension shirt, closer in  Rich getting ready  Tom 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 notes  Tom getting ready, primping | 1. Rich gets ready. 2. Tom gets ready. |
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| Act 1 | Tom brushing off shirt logo  Rich brushing off shirt logo  Rich 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 2  Openning Scene | Sarah working at computer, phone rings  Answering phone | 1. Sarah and Rich have a customer 2. “Sarah Kirby” |
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| Act 2  Middle Scenes | Middle Scene Detailed out like in Act 1. | 1. Middle Scene Detailed out like in Act 1. |
| Act 2  Last 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 3  Openning 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 3  Closing Scene | Sarah is smiling and making a heart with her hands on her left side | 1. Sarah did it better. 2. Be like Sarah |
|  |  |  |
| Closing Credits | Similar to Intro | 1. Similar to Intro |

*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" \t "_blank)