



## PYRAMID STUDIOS

1710 ALTAMONT AVENUE • RICHMOND, VA 23230 • 804•353•0700

### ***FTAC VIDEO TREATMENT***

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A high definition video presentation, approximately 5-minutes long, will showcase the importance of the freight business to the Hampton Roads community, and bring awareness to some of the unique challenges of transporting goods and people within the area.

#### **Audience**

The video will have several potential audiences, including, but not limited to:

- The HRTPO
- Hampton Roads citizens
- Local civic leagues and service organizations
- Local Chambers of Commerce
- State lawmakers and policymakers – VDOT, General Assembly
- Federal appropriations committees and agencies

#### **Media Purpose**

The video will emphasize the need for funding for transportation projects that will support the freight business and thus the Hampton Roads economy, jobs, and potential for growth. This video will have a positive message, highlighting the benefits of living in such a unique region, while also gently warning audiences that without more transportation funding, business and jobs will be lost and the price of goods will go up.

#### **Main Messages**

There are three main messages that we want our audience to walk away with:

- Hampton Roads is an area that has sustainable employment opportunities, good commerce, and offers an attractive quality of life.
- There are problems we need to address now in order to ensure it stays that way.
- This costs money—whether we pay with taxes and tolls, or the increased cost of goods and services. Let's choose the smart way—one that will work for future generations.

#### **Secondary Messages**

- Why is the movement of freight important to our region?
- Hampton Roads has an amazing natural harbor, well-suited for maritime commerce, and the largest Navy base in the world.
- The transportation network needs to be maintained, and improved.
- The cost of maintaining, and adding to, the transportation network in Hampton Roads costs significantly more than other areas. For example, the cost of building a bridge or tunnel can be fifteen times more than the cost of building a road on land.
- The FTAC of HRTPO is committed to making sure freight is able to move, even as the region's economy grows.
- The region needs to work together to advocate for more funding.

#### **Production Description**

This video will be produced with the highest production values. The script will tell the story in an informative, but highly compelling and positive way. Narrated by a professional voice talent, the soundtrack will include an original music track. The imagery will consist of high-definition video shot in the area, as well as licensed stock footage to support the story—all supported with eye-catching graphic sequences.