



## STUDENT DESIGNED PROJECT PROPOSAL

### **PROCESS:**

Submit this proposal to Nancy Bell and Bruce Richard ([nancyj.bell@comcast.net](mailto:nancyj.bell@comcast.net) [bruce.richard@ymail.com](mailto:bruce.richard@ymail.com) for review and approval by the review committee. NOTE: allow at least TWO weeks between the time you submit your proposal and the time you can present it to the class.

Proposal Submissions accepted: October 12 thru November 1  
Proposal Presentation dates: November 1 thru November 15

### **STUDENT DESIGNED PROJECT PROPOSAL TEMPLATE:**

Date 11/2/11

Project Title: Healthy Parks YouTube Campaign  
Submitted by: Nancy Otto

### **Purpose:**

To raise public awareness about the use of pesticides in San Francisco Parks through a social media campaign

### **Immediate Goal: (include March 20<sup>th</sup> deliverable)**

Create a 1.5 minute video for YouTube and distribute it through a social media campaign

### **Long Term Goal: (if applicable)**

Create a solid base of SF citizens who feel moved enough to show up at public meetings to apply pressure on elected officials to stop the use of pesticides in the parks

### **Background:**

The Natural Areas Program of San Francisco Park and Rec has been using Tier 1 (most hazardous as defined by the San Francisco Department of the Environment) and Tier II (more hazardous) pesticides in city parks that have significant wildlife (owls, hawks, coyote, etc), streams and are heavily used by families with children and dogs. I have been working with a small group of activists to lobby Park and Rec to stop using those pesticides to no avail. We have also corresponded with the Department of the Environment about the pesticides, met with two supervisors, gathered over 1000 signatures on a petition, and have generated more than 300 written public comments to a draft EIR to expand the Natural Areas Program of Park and Rec.

### **Opportunities/Challenges/Benefits:**

I feel a hard-hitting quick video would help in our efforts to outreach to larger numbers of San Franciscans about this problem. I would create a FaceBook page about this topic which would link to the YouTube video. I would try to get as many people as possible to send the video to every San Franciscan they know with a request to sign an online petition that would capture their contact information and from there send alerts and updates about the issue. Each communication would have an action item and we could assess who is responding to most of those requests and work more closely with those people to get them to come to public hearings and meetings. The challenges are creating a very concise video that

contains the right message and is put together in a way that is powerfully moving and engaging enough that people will want to share it. I used to be an editor for ABC news many many years ago so have a background in creating videos – plus my wife is an Academy award winning documentary filmmaker.

**Scope/Milestones: (include March 20<sup>th</sup> deliverable(s))**

November – create the storyline – what the message of the video would be

December – figure out how best to convey this message (is it a series of interviews, is it using animation, is it fast moving photos with no words, etc.)

January/February – start shooting footage, conducting interviews, etc

March – edit the video, finish it by the 20<sup>th</sup>, create a FaceBook page for the issue, by the end of the month, send out on various social media sites

**Size of team/Skills needed:**

Probably just myself unless there is someone else in the group who has a strong background in messaging/marketing/PR and is interested in this topic (I would love to do this with Kraemer...)

**External Partners/Sponsors: (if any)**

I will consult with my group of activists that I have been working with and my wife