

# Creative Brief

*Center for Exceptional Children | Twin City Media*

**Goal** | A video fully explaining the CFEC to raise awareness, increase value, & generate funding.

**Overview** | The Center for Exceptional Children does an incredible amount of work across two campuses. I would like to tackle this video by breaking it up into five very distinct chapters: Introduction, children with special needs, education, family support, funding.

Introduction	<p>Meet the staff and facilities of the CFEC. Hear their vision, learn about their accomplishments and awards &amp; explore what they are doing.</p> <ul style="list-style-type: none"> <li>- What was the need?</li> <li>- What is the scope of this organization (numbers)</li> <li>- What makes CFEC successful?</li> </ul>	<p>Shot list:</p> <ul style="list-style-type: none"> <li>Interviews with staff members</li> <li>Educational facilities</li> </ul>
Children with Special Needs	<p>It's all about the children &amp; their families. How we treat our most vulnerable members of society is important.</p> <ul style="list-style-type: none"> <li>- How has the CFEC impacted your family</li> <li>- What is the most valuable aspect of CFEC for your family</li> </ul>	<p>Shot list:</p> <ul style="list-style-type: none"> <li>Follow a family as they get ready for the day</li> <li>Interviews with family members</li> <li>Meet with families in their home</li> </ul>
Education	<p>Teaching children raw skills, life skills &amp; compassion</p> <ul style="list-style-type: none"> <li>- A day at CFEC</li> <li>- Skills &amp; processes</li> <li>- Explore the campus and learn about different sensory learning (garden, music program...)</li> </ul>	<p>Shot List:</p> <ul style="list-style-type: none"> <li>Interview with siblings</li> <li>"Tell me about your brother / sister..."</li> </ul>
Family Support	<p>The CFEC is meant to be grown out of, we aim to empower the families &amp; students to live their lives.</p> <ul style="list-style-type: none"> <li>- What does family support network do?</li> <li>- Resources</li> </ul>	<p>Shot List:</p> <ul style="list-style-type: none"> <li>Family support meeting</li> <li>Interview with family members</li> </ul>

Funding	None of this happens without support from people wanting to make a difference! <ul style="list-style-type: none"> <li>- Goals &amp; needs</li> <li>- Paper crane society</li> </ul>	Shot List : Interviews with current donors
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### Additional Notes :

It could be very powerful to have Mayor Allen Joines or WSFCDS Superintendent Beverly Emory give a brief introduction or a call to action at the end of the video.

Emotion – hope & compassion have to drive this video. An emotional connection to the children, the struggles & the triumphs will make this video be successful.