

# Public Outreach

## Video Scripts

Studies have shown that people retain 80% of what they see. Further, in the second quarter of 2023, it was reported that online videos had a 92.3% audience reach. With these powerful statistics in mind, videos could do a world of good for your urban and community forestry initiative. They can do everything from raise awareness about your organization, educate others about the benefits of green spaces, showcase community success stories, and even promote engagement.

This is a video script that promotes the Spreading Roots movement while highlighting the benefits of equal access to nature.

	Video	Voiceover and/or On-Screen Text
Frame 1	Animated Spreading Roots logo.	
Frame 2	Group of volunteers at a planting event.	“Join a community-driven movement...”
Frame 3	Young families or groups of children interacting with an urban green space.	“... that understands that trees and green spaces can affect our present and shape our future. “
Frame 4	Vibrant park or parklet, teeming with activity.	“And that everyone should access.”
Frame 5	Aerial view of densely populated urban area with a healthy tree canopy.	“Urban green spaces aren’t just beautiful... they’re vital.”
Frame 6	Group of individuals harvesting fruits, vegetables, and greens in a community garden.	“They connect us, make neighborhoods more vibrant, and foster a sense of community.”
Frame 7	Spreading Roots logo and URL.	“Join our cause today. Together, we can nourish a more beautiful world.”

