

## **7-2 Milestone Three: Video Pitch**

Amber Broadwell

Communications, Southern New Hampshire University

Communication by Design - COM 610

Professor Sharon Tutrone

July 27, 2025

## **Copyright**

Copyright © Amber Broadwell, 2025

All rights reserved. No part of this document or creative assets may be reproduced in any form or by electronic or mechanical means, including information storage and retrieval systems, without permission in writing from the author, except by a reviewer who may quote brief passages in a review.

Any names, characters, places, and incidents either are the product of the author's imagination or are used fictitiously. Any resemblance to actual persons, living or dead, events, or locales is entirely coincidental.

Amber Broadwell created this document and the creative assets for an assigned project.

<https://www.amberbcreative.com/>

Title: World Wide Web Consortium and Global Governments  
come together for Accessibility.

Client's Name: World Wide Web Consortium (W3C)

Location: Undisclosed Federal Building, 3<sup>rd</sup> Floor, cubicle

Actors: First Actress, Second Actress

Writer: Amber Broadwell

Length: 30-60 seconds

Accessible: Audio Description, Transcript, and Closed  
Caption

Commercial or  
Interview: Commercial

| Video                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Audio                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Shot in black and white to set the tone.</p> <p>Opening/First Scene (Exposition): The camera follows the first actress as she walks toward the federal building. Angled so that the building appears to be looming over her, giving the viewer a sense of doom.</p> <p>Second Scene (Conflict): The first actress walks out of the elevator but stops midstride as if she is avoiding someone. She is agitated, her shoulders are tense, and it shows in the way she clutches her laptop bag.</p> <p>Third Scene (Rising Action): The first actress is seated at her cubicle when she slowly opens her laptop, fearing what she may find. Unfortunately, the first thing she sees is a message from her manager about the new website application.</p> <p>Fourth Scene (Climax): The camera pans in close on the actress's face, allowing the viewer to see her change from anxious to angry. She has received bad news that she knew was coming, but it still stings. The website application has failed the accessibility requirements.</p> <p>Fifth Scene (Rising Action): The second actress enters the frame, holding a coffee cup, to check on our leading</p> | <p>[The sounds of the city and nature are all around the first actress, but it sounds muffled.]</p> <p>First Actress (Inner monologue as she stops midstride): The new web application accessibility test results are coming out today, and I know it failed miserably.</p> <p>First Actress (Inner monologue continues): Ugh, the results are in before I can grab a cup of coffee, and I knew it would be bad news.</p> <p>Second Actress: Hey! Is everything okay?</p> <p>First Actress (Close to crying but keeping it in): Not</p> |

actress. The leading actress explains the accessibility failure to her coworker, which helps her calm down a little.

Sixth Scene (Resolution): The coworker informs the actress about the W3C eGovernment Stakeholder meeting, designed for government IT professionals to learn more about accessibility from experts. The first actress is excited to hear about this opportunity and registers for it. She is excited and relieved.

(Scene ends in color to match the first actress's relief and excitement for the W3C meeting.)

really. The new web application failed the accessibility test, and I don't know how I am going to fix it since I have no clue about accessibility requirements. I am only an IT person (said with a flair of dramatics)!

Second Actress (Excited): Wait, I received an email earlier from the W3C eGovernment group about a two-day meeting on March 12<sup>th</sup> and 13<sup>th</sup> here in DC! It is for government IT professionals to learn more about accessibility from experts. Here I can forward the email to you [She puts down her mug and pulls out her work cellphone to forward the email to the first actress]. Seating is limited, so sign up soon!

First Actress (Excited and Relieved): Thanks! I am going to register now.