

OVERVIEW

POV: You're a brand-new intern at Discovery Education getting ready to log on to work remotely for the first time. You're nervous, you're excited, and you may even be experiencing a bit of imposter syndrome as you're a college student or recent grad who isn't acquainted with corporate terminology yet. You may also be terrified of asking an obvious question or are afraid you might dismantle one of the many important spreadsheets that you're given to work on. These are all good signs; it means you're ready.

No one becomes an Elon Musk, Mary Barra, or Jeff Bezos without learning how to fail first and fail fast and the BOLD DE Internship program is the perfect training ground for transforming failures into successes. In this year's intern video, we want to capture the progression of our internship experience, beginning with putting our failures first and then moving on to how we have become successful because of those feelings of nervousness and failures.

The goals of this video are to:

- Highlight the collaborative aspect of DE (mentorships and teammates)
- Show how widespread the DE internship network is
- Demonstrate why DE is the perfect place to begin building a career
- Showcase the fact that everyone at DE is here to help interns explore new career paths
- Let the audience know that nerves and failures are the inception of success

APPROACH

To capture our collective failures, we need to start small. We are asking each intern to send in their interview bloopers (You know, the awkward clips of you speaking to your computer and completely blanking on what you were going to say? Yeah, we want those). We're doing something a little different this year and placing those at the beginning of the video. Not only will this be engaging, but it will also show that it takes trial and error to get a successful result, mimicking real-world career experiences.

The video will be broken down into a few different parts:

BEGINNING

First, of course, are the blooper reels. The blooper reels will act as a prologue, showing the apprehension each intern had at the beginning of the BOLD experience. The video will then segue into the intro, which will consist of a motion graphic of the DE Logo, smiling faces, waves from the interns, and lighthearted, uplifting background music.

Next will be the first round of interview questions that will prompt the interns to answer how they felt about beginning their internship at DE. For example, a response would be "I was anxious about starting." Visually, this section will be presented mostly with the video footage the interns provide with lower third graphics detailing the interns' names, area of work at DE,

and location. Here we want to focus on solely the interns initial experience, so we won't use much, if any, B-Roll during this section. This will be underscored with music with a slow, building tone that reflects the effort and strive that all interns had to put in to make progress.

MIDDLE

The middle part of the video will consist of snippets of zoom meetings, intern buddy meetups, coffee chats, and personal videos of the interns' remote setups. This is the transformative part of the video where we can begin to see how their anxious feelings were resolved with the collaboration and support that DE provides. During this, there will be interns speaking about how DE has helped them gain confidence in their abilities.

This will be presented with the intern's footage as voiceover, narrating the transformation they have felt and made through the internship. B-Roll of the interns' meetings, workspaces, and DE gear they received will play visually over the interns' voiceovers to present the actual *work* that goes into the internship experience. This will also emphasize the unique, collaborative environment and culture that DE emphasizes, showing how the interns are both seen and heard during their time. The music at this point will not be as slow as the former section, but it will still be building and building towards a crescendo, which will occur in the last section of the video.

END

Lastly, the interns will be prompted to answer how they feel now that the internship is ending as opposed to how they felt at the beginning. For example, a response would be "Now because of DE, I am assured of my abilities." This proves the positive impact on not only the interns themselves, but the positive impact it will have on their careers.

Here, we will return to visually presenting the interns' faces, displaying the joy, pride, and success they have felt throughout the BOLD program. The music will be at its brightest as we end on a happy, positive excerpt of footage/audio that finally segues to a graphic of the DE logo before fading to black.

SUMMARY

Overall, this video is going to take the audience on the intern journey by portraying a story of progress beginning with fear and failure and ending with confidence and optimism. We want the audience to understand that DE knows mistakes are the building blocks to success. Rather than trashing the failures (bloopers), we can use them to improve our future experiences and use them to accomplish our career goals.