

## Federal Emergency Management Agency VIDEOS PROMOTE WILDFIRE MITIGATION IN DROUGHT-STRICKEN COLORADO



### OUR CHALLENGE

Few forces on earth are as dramatically destructive as fire, and as climate change intensifies, many regions throughout the United States will need to consider wildfire mitigation practices. The **Federal Emergency Management Agency** (FEMA) offers grants and funding to assist communities in establishing better practices to curb the frequency and intensity of wildfires.



*After successfully implementing this program in the Colorado Springs region, FEMA engaged Greene Street to create a video series to highlight the agency's wildfire-mitigation services and funding.*

### OUR VISION

Greene Street envisioned a video series that would communicate FEMA's message while being understandable and engaging for a broad range of audiences.



### OUR WORK

Greene Street started this project by creating a storyboard that mapped out the project for our FEMA client. Once in the production phase, our photographers captured stunning images, while our graphic designers developed maps and other illustrations to improve audience understanding. Our content creators developed the script and recorded interviews.

### OUR RESULTS

As a result, Greene Street produced a video series showcasing FEMA's work to mitigate wildfires, and why other communities should consider adopting their practices and seeking grants.



[Click here to view the video playlist!](#)



*Video offers a client the most immediate way to make an impact with stakeholders.*

