#fuelchange

**Director's Creative Vision**

**Story Treatment**
We aim to put a face and voice to the effects of harmful transportation pollution in U.S. cities. In the song and video, we want to first expose the problem. We will start by showing scenes of nasty tailpipe pollution and its effects, then go into the verses/stories of two characters affected by this health issue (see characters below). The last part of the video will be about fighting back and getting involved to make a change. The call to action is for people around the nation to join the #FuelChange campaign.

We’re looking for artists to write lyrics from the point of view of the two characters outlined below. Utilize the info sheet as ammo to write your verse, whether it be a song, rap, or spoken word. There are facts, links to articles, and videos on the subject in the Background Info Sheet. Sample creative pieces are also available below for reference.

**Characters**

**Character I** - Represents the story of a teen or young adult who’s grown up in a neighborhood that’s deeply affected by dirty diesel air pollution. Because of this, he/she has lived with asthma for most of his/her life, constantly reminded of these harmful effects when he/she tries to play sports, dance, and live a normal life. The love for music is the way that he/she fights back. The end of the verse is focused on taking action and he/she realizes that music is a way to mobilize people around this message.

**Character II** - Represents the story of a woman whose health has been affected by transportation pollution. She lives in a neighborhood with high exposure and relies on the bus to get to work and to get her children to school. She also takes the bus to take her children to the doctor for asthma, that comes as a result of the exposure to buses and trucks. It’s a daily struggle but she stays hopeful. Since moms tend to be protectors of the community, she ends the verse intent on protecting and defending her family and community from the poisonous effects of dirty diesel pollution.

**Chorus** - We’re looking to produce a hook that is catchy and feels like it’s driving a movement. We want to point to solutions to the problem (i.e. electric buses, cars, and trucks; replacing gas stations with charging stations; and advocating for a Green New Deal that puts people to work building a more sustainable future). The hook will repeat after the 2nd verse and bring the song to an end on a high note.

**Sample Videos**
For reference, view these videos that we’ve produced:
"American Dreams" by YAP! - each artist rap & sings from a first person point of view about other’s stories
"Green Anthem" by Tem Blessed, First Be & Outspoken-the upbeat feel of a movement for Green For All is communicated properly.
The Bigger Picture Campaign - "Product of his Environment" by Joshua-great use of story, dramatic build-up and makes the link between environment, diet, and violence.
"We Run This (with Pride)" by Samantha Johnson-a great example of coming together to show pride in the community and take ownership.

**For more information**
Contact director Ben Gilbarg - Ben@BigPictureAnthems.com