



## GREATER CHARLOTTE FREIGHT PSA | CASE STUDY

# THE STORY



It was an honor and privilege for La Storia Productions to team up with the Centralina Council of Governments and the North Carolina Department of Transportation to create a public service announcement that would highlight the important role freight plays in the Greater Charlotte area.

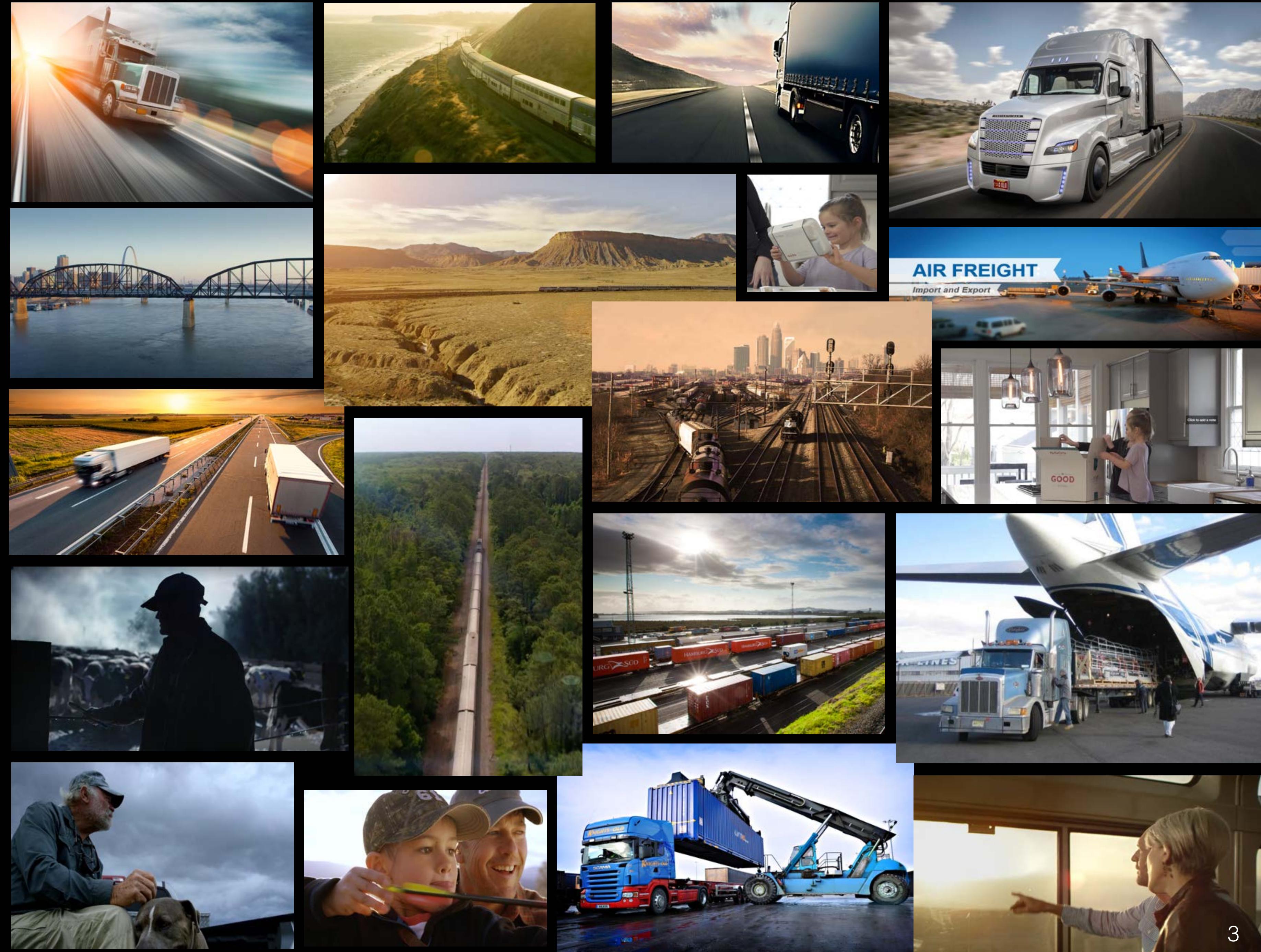
We began working on the conceptualizations for this project with CCOG back in February of 2017 and created the following take away goals for what we hoped this video would accomplish when completed six months later.



# THE PITCH

## INITIAL CONCEPTING

- Changing public opinion begins with relatability
- We must humanize the Freight infrastructure and connect viewers to the "real" people, real goods being transported, and highlight how impressive this framework is (that we may be taking for granted), etc.
- When voting on the next issue, the general public must be able to not only identify how they personally will benefit from the freight community, but also how those who work in the industry may benefit as well
- For a National outreach effort, we should tie this video into the current Federal administration's commitment to improving the rail and roadway infrastructure in the country



# THE PRODUCTION



We spent three months coordinating with project partners (Walmart, American Airlines, Bonded Logistics, Piedmont Rail, FedEx, etc) and with the towns of Belmont, Waxhaw, and Badin Lake to set up filming locations. And with filming spanning across 14 potential counties – all with different filming permit requirements, insurance needs, and road closure procedures; Jessica of CCOG and our producer, Molly, had quite a bit of paperwork to do to bring this video to life.

The shoot itself was spread over three days and included ten locations. From the active tarmac at American Airlines to the inside of a train engine, our film crew traveled across the Greater Charlotte area to capture as much variety in freight content as we could.



# THE PRODUCTION | GEAR



We shot the video on our new RED Weapon 8K camera (it's predecessor was used to film the Lord of the Rings movies and the House of Cards series.)

To safely capture the Walmart semi truck scenes, we filmed out of a Ford Transit van with our Director of Photography and Focus Puller harnessed inside. And thanks to the Cabarrus County Sheriff's department who closed a road in Concord for us and the help of the NC Highway Patrol who escorted a rolling road block on I-485, were able to safely capture the shots of our hero, Harold, driving his Walmart semi-truck down the road and highway.

In addition to on-the-ground equipment, we also used an FAA certified Phantom drone to capture aerial shots of the trains and trucks from the air. This provided a different vantage point and we think helped viewers gain a new perspective of the subject matter.



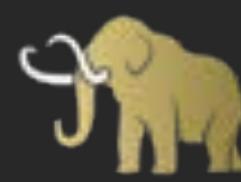
# THE PRODUCTION | TEAM



With a large amount of ground to cover, we were so grateful to have over-qualified crew members that were able to multi-task several different roles.

- Our Director, Michael Crissinger, is a talented copywriter who wrote the voice over script for the piece and is also an FAA certified drone pilot
- Co-owner of La Storia, RC Walker, served as Director of Photography filming all of the footage in the video and helped coordinate most of the pre production logistics with our Producer and Assistant Director, Molly McKinney, and CCOG's Jessica Hill
- Geoff Walker, co-owner of La Storia, ran the DIT station, captured audio on-location and took most of the behind the scenes photos used in this presentation



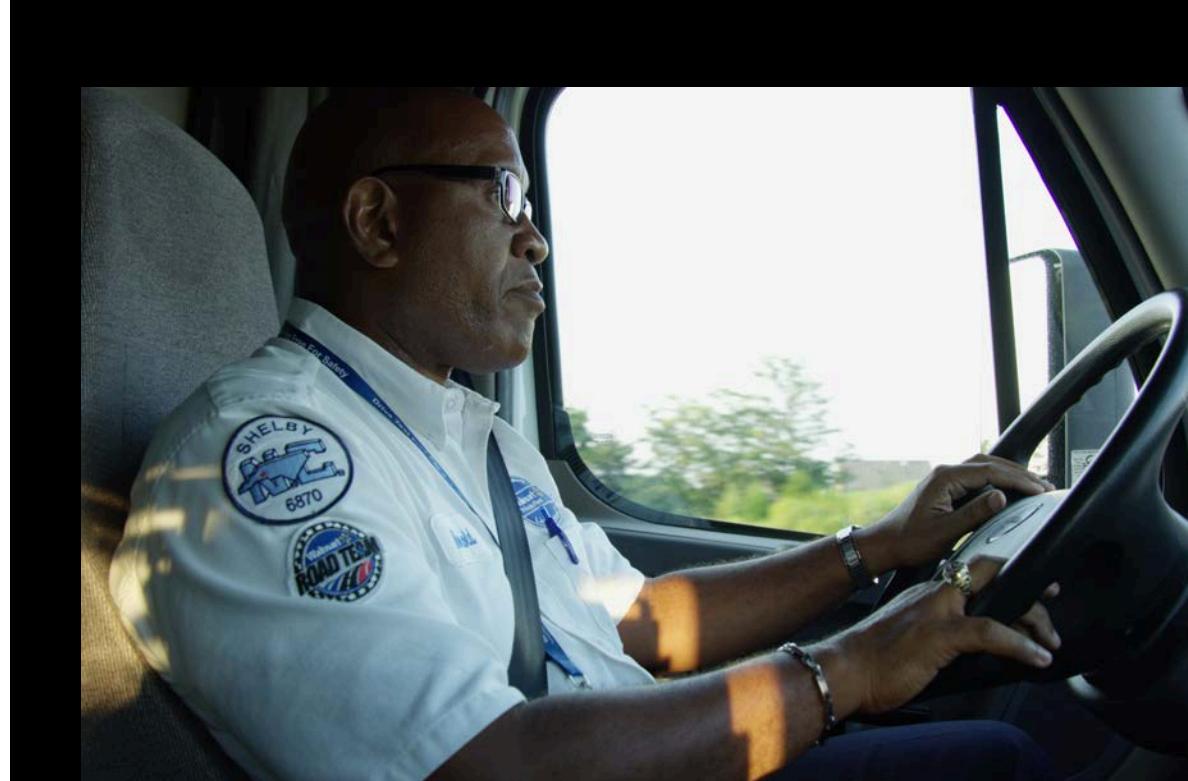


This aggressive shoot schedule would not have been possible without our wonderful “talent”. All of our adult “talent” were real workers in this industry that graciously agreed to be on-camera for us.

Though we weighed the idea of hiring actors to play these roles, we ultimately felt it was important to the credibility of the video to show the real, unsung heroes of these towns and of this industry.

So there is a very special place in our hearts for these fine folks:

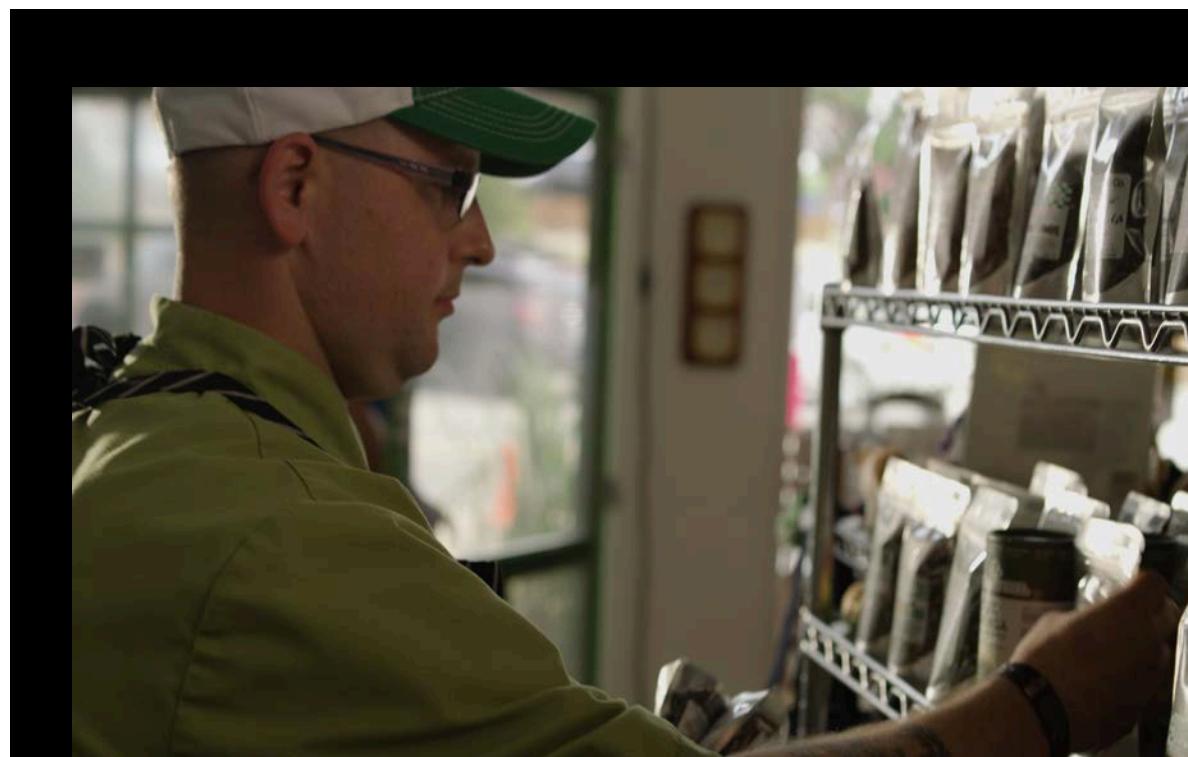
- Tarik Wilson of American Airlines
- Marquillus Adams of Bonded Logistics
- Adrian Miller of the town of Belmont, NC
- Andrea Schrift, Anthony Moorer, Bradley & Rachel Wroble, Rob & Danielle Smallwood and Gwen Hall of Belmont, NC
- Michelle Nance of Centralina Council of Governments
- Bill Bartosh of Progressive Rail
- Ken Posko & Winston Haney of Provisions
- Talia Simons of South Main Cycles
- & Harold Doctor of Walmart



HAROLD DOCTOR | WALMART



BILL BARTOSH | PIEDMONT NORTHERN



KEN POSKO | PROVISIONS



TARIK WILSON | AMERICAN AIRLINES

# THAT'S A WRAP



This was one of the most rewarding projects we've worked on to date. Our clients at CCOG & the NCDOT are some of the most genuinely kind and professional folks we've had the pleasure of working with and we're honored to have played a small role in the larger Freight Mobility Plan for the Greater Charlotte region. Any success from this video has that we can credit back to CCOG for their job well done, will be best outcome we could hope for.

## Special Thanks To:

- Andy Bailey & Timothy Kirk of NCDOT
- Jan McCormick, Jr., Wallace Everette, & Sean Kelley of Bonded Logistics
- Curt White & Lisa Posko of Waxhaw, NC
- Crystal Jackson & Team of American Airlines
- Evan Morris and Michael McDonald of UPS
- Vicki Davis & Team of the town of Belmont, NC
- Police Officers Daniel Harless & Chad Sloop of Cabarrus County
- State Troopers Dana Bowen & Matt Heon of NCDPS
- The camera and lighting departments at Illumination Dynamics
- & Guy Gaster of the North Carolina Film Office

Until next time. Happy filming.

- LSP

