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In a time of great uncertainty in our nation, I appreciate the opportunity to work on a project that highlights the drive of the human spirit to roll up our sleeves and push the world into a brighter frontier. I've worked on many campaigns in the past that depict what large companies are doing, by themselves, to drive change in the world but it is refreshing to see this campaign acknowledge that it takes the concerted efforts of both companies and the community to really change the course of our future. Our country is at a crossroads and the idea that teamwork is the crux of change is one that I greatly admire and believe in.



# APPROACH

These films will be authentic, inspiring, and move with a drive that hooks you from the start. I love how the settings and subjects in these scripts incorporate the many landscapes that aren't normally highlighted in Southern California—the vast farmlands, the deserts, and the *local's* coastline. These are the communities where change is happening on a local level and I want the audience to feel that we are seeing a depiction of one, unified effort amongst Californians. As their efforts propel us into the future, Southern California Edison is there every step of the way; working hand-in-hand with the people that are shaping the course of our future.

