

# 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.



