



Idaho Public Television 360 VR Meridian Fire Department Video Proposal

In 2020 Idaho Public Television received a grant from the Idaho Workforce Development Council to create a series of 360-degree virtual reality videos that engage youth seeking opportunities in high demand careers.

With the goal of profiling a diverse set of careers across our state, Idaho Public Television is looking to work hand in hand with the Meridian Fire Department to create a five-to-six-minute virtual reality video that provides an immersive experience within the Fire Department. The video would showcase the responsibilities and skill set of Fire Department personnel while also communicating the lifestyle and community relationships supported by the department.

Idaho Public Television would rely on the expertise of the Meridian Fire Department to help guide the content that best communicates the community services and protections provided by the department.

In addition to a 360-degree virtual reality video, a broadcast version would be created to air on Idaho Public Television's channels throughout the state. The final version of each video would also be approved by and made available to the Meridian Fire Department for use in their recruitment needs.

To see an example of similar work Idaho Public Television has produced in partnership with Idaho Workforce Development Council you can view a 360-degree video tour of a logging site which explores career opportunities in Idaho's forest products industry: <https://youtu.be/aNQUI4GVQA0>.

For another example you can view the first 360 video we made and tour the Rekluse Motor Sports manufacturing facility: <https://youtu.be/1OWZPr1CKHk>

Our partnership with Idaho Workforce Development Council grew out of a collaboration on American Graduate: Getting To Work, a public media initiative to illuminate pathways to post-secondary education and career placement for 16 – 26 year-olds. From 2018 to 2021 we produced over 80 videos of similar content for standard broadcast and social media. For further examples of career videos we've created, here's a link to the YouTube playlist which includes profiles on apprenticeships, Idaho Job Corps and dozens of other career pathways. https://www.youtube.com/playlist?list=PLvDo4LDXnoaBFq-xZDbI_cunfidtbnM-Z

Thanks for taking the time to consider our proposal. We hope we can work with you to create an engaging video that will raise awareness and enthusiasm for rewarding careers, while demonstrating the great community services provided by the Meridian Fire Department.