



MEDIA MOMENTS AND STORY ANGLES

MEDIA PHOTO MOMENTS-

DAY 1

AFTER THE DOOR KNOCK- builder meets the family- & designer interviews (typically 12:30pm)

INTERVIEW THE FAMILY- before they leave on vacation (typically 4pm)

DAY 3

BRAVEHEART AND DEMO- build team marches to the house and then demolition begins (typically 9am- 1pm)

DAY 4

HOUSE IS FRAMED- all day event

DAY 7

REVEAL- move that bus, family sees house for the first time (typically between 1 and 3pm)

DAY 8

FAMILY PRESS CONFERENCE- first interview with the family after they see their house (typically 11am)

BEHIND THE SCENES PHOTO MOMENTS

DAY 1

Door Knock Convoy

Door Knock- singles of family

Door Knock- family and designers

Family on Door Knock Day

Builder meets the Family

Builder with the Family

Build Team

Blueprints

BEFORE shots of the house exterior, sometimes interior

Builder with media

Behind the Scenes

Designer Bus

DAY 2

Move out

Construction Set-up

Heavy Equipment

Block Demo- Builder with Production

DAY 3

Braveheart March
Braveheart Speech
Demo
Construction Begins
Project Managers and Subs
Crowds cheer!
Night work-grading and concrete,

DAY 4

Framing
House wrap
Cops
Fire Department
Special Guests
Plumbers and Electricians
Tents
Crowds
City Team
Sponsor shots

DAY 5

Drywall
Appliances
Paint
Tile
Flooring

DAY 6

Key Turn Over
Furniture Move-In- exterior only!
Inside Shots are not allowed
City Signs COO
Builder with crowd
Builder with Media

DAY 7

Finished House- exterior
Build team in front of finished house
Crowds
Move that Bus
Builder with Design Team during move that bus chants
Reveal- Family Comes Home
Family Sees House for first time
Family with designers
Family with Builder
Family solo shots
Wrap party

DAY 8

Family Press Conference
Finished House- interiors (5-7pm only!!!!)

- ***How do they do that?:*** The question everybody wants to know. How can a home that normally takes 6 months to build be built in one week and with a shorter punch list than a typical home?
- ***“Giving at a time when it is harder to give”:*** Local builder and contractors donating labor and supplies at a time when the building market has slowed
- ***Competitors coming together:*** many competing contractors and trades will be working side-by-side in a high stress environment under tight deadlines to get this house done
- ***One family helping another family:*** why the Builder decided to take part in this project and how it has changed their lives.
- ***The fine details:*** all the things no one sees on the show or may think about; zoning laws, electrical and phone lines, getting big equipment in and out, crowd control, security, when/where do workers sleep, how many work at once, who picks the home design etc.
- ***Behind the local scenes:*** Our Builder. How do they orchestrate an event of this magnitude? (they are not only responsible for building the home, but have also coordinated volunteers, donations and a few surprises)
- ***Pay It Forward:*** Hear how this project will benefit other local families in need and will continue to benefit the community beyond this week and this one house.
- **FACTS, FIGURES & LOCAL VENDORS-** Check out www.extremebuilderscommonwealth.com for the most up-to-date information.