



Film & Video

Regulatory National Video Library



US Army Corps of Engineers Headquarters

U.S. Army Corps of Engineers' Mission

Provide vital public engineering services in peace and war to strengthen our Nation's security, energize the economy, and reduce risks from disasters.

The Challenge

Multi Media Marketing Associates, Inc. was tasked by the U.S. Army Corps of Engineers headquarters regulatory division to produce a video library that would serve as an online reference tool for educating the general public on the regulatory program and process.

Work

After the key messages were determined by a group of regulators across the country, Multi Media began to develop the production schedule and scripts for ten (10) five-minute videos. The production crew traveled across the country to capture footage that represented the national landscape and covered specific criteria needed for visually depicting the Corps' regulatory responsibilities throughout the United States. Footage featured the endangered Puerto Rican parrot, the tundra wetlands of Anchorage, a national wildlife refuge that is home to several endangered species in Hawaii to the ancient petroglyphs in New Mexico. After logging hours of footage, the editors merged the footage to the narratives that told ten stories educating the public on important regulatory messages like mitigation, cumulative impacts, and wetland delineation.

Photos: Video screenshots (Top to bottom):
Regulatory 101, Cumulative Impacts, Cultural Resources,
and Endangered Species Act



On location: Anchorage, Alaska



On location: Albuquerque, New Mexico



On location: St. Thomas, U.S. Virgin Islands

The Results

Multi Media produced ten compelling videos that are used across the country. The videos have also become an invaluable in-house training tool for new regulators.

Photos: Video screenshots (Left to right): Alternative Analysis, Wetland Delineation, Regulatory Process, Public Interest Factor, Regulatory 101 with Jessie (for children), and The Clean Water Act



On location: Honolulu, Hawaii



Our Studio



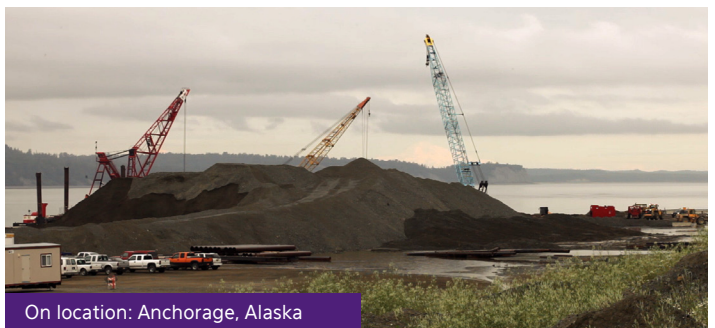
On location: Ft. Lauderdale, Florida



Our Studio



On location: Detroit, Michigan



On location: Anchorage, Alaska