Outline for COVID-19 Holiday Shopping Video

Interviews:

James Younger – Hays mall commercial property manager

* Tuesday 12/1 @ 1:00pm

B-roll ideas:

* Shoppers walking in & out of stores in the mall medium shots
* Mall and Walmart parking lot wide shots
* Shoppers carrying shopping bags
* Scanning merchandise at register
* Online shopping – scrolling through website over the shoulder shot
* Mall sign close ups
* Representation of extra safety measures for in-person shopping (floor dots, hand sanitizer, social distancing signs, etc.

Nat sound:

* Store scanners beeping
* General crowd noise at the mall