



#IWillListen Video Script - SAMPLE

#IWillListen Video Script - Sample

Theme: All officers will be actively doing a work related task and will dramatically stop to speak to the camera as if to imply that nothing is more important than the life of a fellow officer.

Total Run Time: Not more than 60-seconds. Length must be suitable for all social media.

NOTE: The particular roles listed below are only examples. The agency should consider highlighting members of their agency and roles within the department that are most likely to affect the viewer. We want the viewer to connect with the person they are seeing in the video in a way that inspires them to fully believe the message - Members of my department will listen and help me if I reach out to them.

Veterans: The military veteran population within the agency is of special concern. 22 Veterans per day die by suicide. Consider looking for a subtle way of highlighting at least one military vet in your video. Perhaps a visible tattoo, a patch on a gym bag, etc.

Overarching Flow: Video should open with a senior leader setting the tone and work its way through the agency in a way that makes it clear to everyone is on the same page - from top to bottom nothing is more important than the life and wellbeing of a fellow officer and nearly anything can be put on pause for a brief moment to get an officer the help they need.



#IWillListen Video Script - SAMPLE

Option 1: Chiefs Office	Option 2: Staff Call
<p>Police Chief: [working on the computer, looking slightly off camera toward a computer monitor. Starts by talking to the monitor as if they do not intend to look at the but will slowly make the camera the priority] Year after year more officers die by suicide than in the line of duty. And in nearly every case we learn that in the final hours of the officer's troubled life they felt as though there was nowhere to turn for help.</p> <p>[turning slowly toward the camera] they didn't know who they could talk to. They didn't know who to call.</p> <p>[looking directly into the camera] for the women and men of [INSERT Department] and my friends who are police officers all over this nation – I want to be perfectly clear. If they call me, no matter what time of day or night. No matter where they are. No matter what they've done. I will hear every word they say and I will get them the help they need.</p> <p>I WILL LISTEN!</p>	<p>Police Chief: [At the head of the table during a command and staff meeting. Looking around the room at the beginning of the monologue but closes looking directly at the camera, as if they were speaking to one person at the table] Year after year more officers die by suicide than in the line of duty. And in nearly every case we learn that in the final hours of the officer's troubled life they felt as though there was nowhere to turn for help.</p> <p>[turning slowly toward the camera] they didn't know who they could talk to. They didn't know who to call.</p> <p>[looking directly into the camera] for the women and men of [INSERT Department] and my friends who are police officers all over this nation – I want to be perfectly clear. If they call me, no matter what time of day or night. No matter where they are. No matter what they've done. I will hear every word they say and I will get them the help they need.</p> <p>I WILL LISTEN!</p>

During the chief's voice over footage of the officers in action should be playing to set conditions for their turn to speak.



#IWillListen Video Script - SAMPLE

Lieutenant at roll call: [Stops mid sentence and looks at the camera] I will Listen

Sergeant running a range or other training: [Calls cease fire, looks directly at the camera] I Will Listen!

K9 team searching a vehicle. [Dog Barks at Camera, Handler Laughs {Laughing or smiling while speaking} “We” Will Listen

Patrol Officer on a traffic stop at the window of the subject vehicle. [looks across the top of the car. Camera is in the position where a second officer would be standing] Your life is a priority, I will stop, and I will listen.

SWAT Team dynamic clearing operations like a warrant service. [Camera is from the perspective of a fellow team member. Two officers cuffing a prone subject. Pausing, looking up at the camera] {both speak simultaneously, slightly out of synch} “I Will Listen”

Two Crime Scene Techs working a crime scene. Plainclothes Officer approaches them pauses briefly with them. [All three look up from what they’re doing, directly at the camera] {all three speak simultaneously, slightly out of synch} “I Will Listen”

Scene widens, The LT, SGT, K9, All SWAT, Patrol join them. The Chief walks to the front. You are never alone. Even in your darkest hours when you feel there’s nowhere you can go please remember, {synchronized} “I WILL LISTEN!

Scene transitions to black. Suicide Hotline fades in and voice over says, “Copy this number into your cell phone. 1-800-273-TALK, that’s 1-800-273-8255. When a member of your agency reaches out. Be Ready.”