

Woodrow Wilson Bridge Project

PROJECT	Building a Bridge: Chronicling the Woodrow Wilson Bridge Project
PROBLEM	The multi-billion dollar construction of a new Woodrow Wilson Bridge required that diverse audiences -- including taxpayers, community and environmental activists, and lawmakers -- be educated and informed about the construction process and its impact on the region.
SOLUTION	<p>As part of a public information campaign, Nine Yards Media began documenting the construction of the Woodrow Wilson Bridge long before the first footing was poured. We documented construction action and issues and created videos presentin technical, environmental, human interest, logistical and local impact stories.</p> <p>Over the course of hundreds of hours of interviews and video production, Nine Yards Media gained a unique understanding of the scope of the construction and its impact on the region. We worked with technical and scientific project managers to shape and translate the complexity of construction into a series of products that addressed the interests and concerns of the public and elected officials.</p> <p>Nine Yards Media also developed and executed a comprehensive communications strategy utilizing video and multimedia.</p>
COMPONENTS	Video, Multimedia, Web Video, Animation, Web Design, PR

