

GLOBAL_GT Campaign – Content Contributor Guide

The People – Video, Photos & Story Template



Voices of Geothermal: We want YOUR story

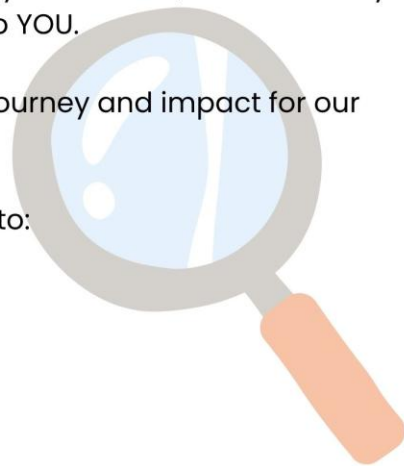
Are you a geothermal engineer, policymaker, youth leader, or community champion? Tell us why geothermal matters to YOU.

Send us a 60–90 second video sharing your journey and impact for our “The People” series.

 Submit your video, photos, and short story to:
global_gt@lovegeothermal.org

Let’s put faces to the future of energy!

worldgeothermal.org/global_gt



1. Overview & Purpose

This guide helps contributors create engaging and consistent content for “The People” segment of the GLOBAL_GT campaign. The goal is to showcase personal stories from geothermal leaders, innovators, and communities to bring a human face to geothermal energy worldwide.

2. Video Template: Voices from the Ground (60–90 seconds)

Objective:

Humanize the geothermal movement by sharing personal stories or insights from individuals driving change in their region or sector.

Example Video Structure:

Segment	Duration	Content Detail
Opening shot	5 sec	Close-up of the person (on-site or virtual) introducing themselves with name, role, and location. E.g., “Hi, I’m Jane Doe, a geothermal engineer from Kenya.”
The Why	20–30 sec	Why geothermal matters to them personally or professionally. E.g., “Geothermal is key to providing clean power for my community.”
The Impact	20–30 sec	One specific example or achievement they’re proud of or a challenge they’re addressing. E.g., “Last year, we completed a new geothermal well that powers 10,000 homes.”
Call to Action	10–15 sec	A hopeful or inspiring message to the global geothermal community. E.g., “Together, we can make geothermal energy accessible everywhere.”
Closing shot	5 sec	Smiling close-up or relevant scene (e.g., geothermal plant, local community, site).

Technical Tips:

- Use natural lighting or soft LED lights if indoors.
- Frame subject at eye level with minimal background distractions.
- Record audio with a good microphone or external mic if possible.
- Include subtitles for accessibility and social media friendliness.

3. Photo Guidelines: "The People"

What to capture:

- Portrait shots (headshots or mid-shots) of the featured person, preferably in their work environment or near a geothermal site.
- Action shots showing them working, engaging with the community, or presenting.
- Natural, candid moments that convey enthusiasm, pride, or teamwork.

Style:

- Bright, clear, and warm tones to evoke optimism and energy.
- Focus on authenticity rather than posed perfection.
- Reflect diversity and inclusion in age, gender, ethnicity, and roles.

4. Short Story Template (150–250 words)

Purpose:

Provide a compelling snapshot of who the person is and their geothermal journey.

Suggested format:

[Name], [Role], [Location]

[Name] has been working in geothermal energy for [X years], driven by a passion to [personal motivation/impact]. As a [role] at [organization or project], they have [key achievement or role].

"[Quote or personal reflection]"

Through their work, [Name] is helping to [broader impact on community, policy, or industry]. Their commitment embodies the spirit of GLOBAL_GT — showcasing how geothermal energy delivers local solutions with global importance.

5. Submission Instructions

Please submit the following for each "The People" feature:

- Video file (MP4 preferred), max 90 seconds
- 2-3 high-resolution photos (JPEG/PNG)
- Short story document (Word or PDF)

Send all materials to: global_gt@lovegeothermal.org

For questions or assistance, contact Gregor Rumberg at gregor@lovegeothermal.org.