

“Everyday Valor”

Behind the scenes with the men and women who dangle from wires, cling to roofs and toil deep underground to make our lives more comfortable and secure

The story...

When we think of dangerous jobs, exotic professions like stuntman or lion tamer might spring to mind. But according to the U.S. Bureau of Labor Statistics, the deadliest careers are the ones that are most integral and essential to the basic fabric of our society. They range from the expected (firefighters, police officers, military personnel) to the overlooked (power-line installers, refuse collectors, mining machine operators).

Regardless, the people whose work ensures our comfort and safety are in many ways just like us, with bills to pay and families to provide for. The difference is that they labor under conditions in which simple mistakes can be fatal. At any time, a phone call or knock on the door could bring their loved ones the worst news imaginable.

What can we learn from these ordinary individuals who demonstrate valor on an everyday basis? What empowers them to sacrifice their health and safety for the wellbeing of others? And how can their example inspire us to feel more gratitude for what we take for granted and to put more effort into improving the lives of those around around us?

Leveraging *The Washington Post's* award-winning investigative lens, we'll explore these questions to forge an emotional connection between our intellectually curious audience and the people who perform tasks most of us wouldn't dream of doing.

...and how we'll tell it

Working in partnership with National Geographic, we'll identify landmark events that unfolded in full view of the nation over nail-biting hours and days—capturing our hearts as the lives of husbands, wives, parents and children hung in the balance. We'll position Black Sunday within the context of those events in an emotionally riveting **multimedia experience**.

- A journalistic narrative interweaves rich Washington Post archival reporting with the modern-day perspectives of the hardworking people who played a starring role through their on-the-job, everyday valor
- Along the way, we'll show how close calls and tragedies can lead to better worker conditions and reduced risk (e.g. the Branch Mine explosion led to sweeping changes in mine safety, 9/11 led to emergency response reforms; Black Sunday educated military leaders on the value of family readiness groups)

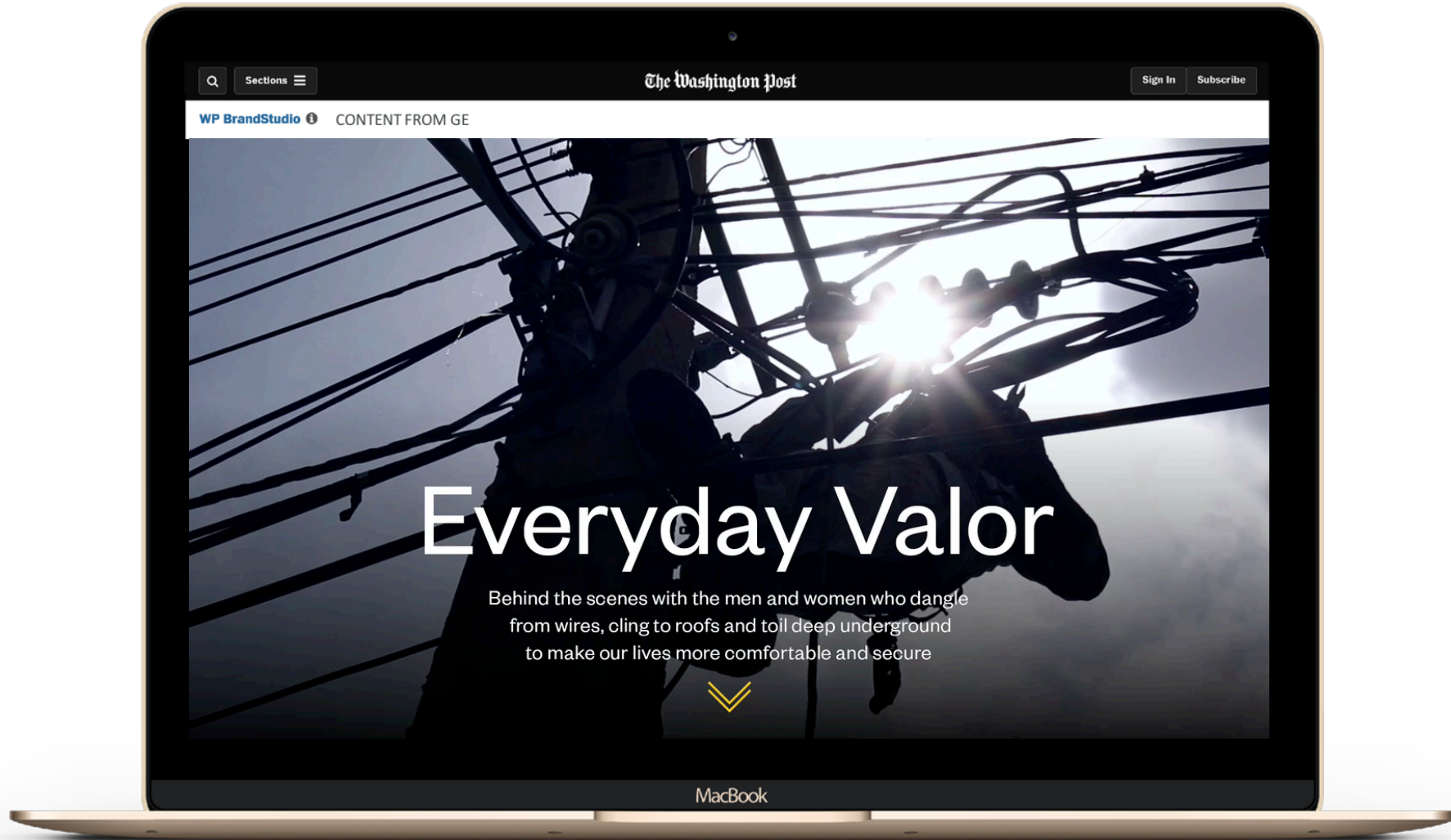
- Finally, we'll see how science is proving the importance of social support in times of disaster through findings that indicate our stress systems are hard-wired to be soothed by loved ones who can provide comfort and relief from anxiety

Featured people/ events could include*:

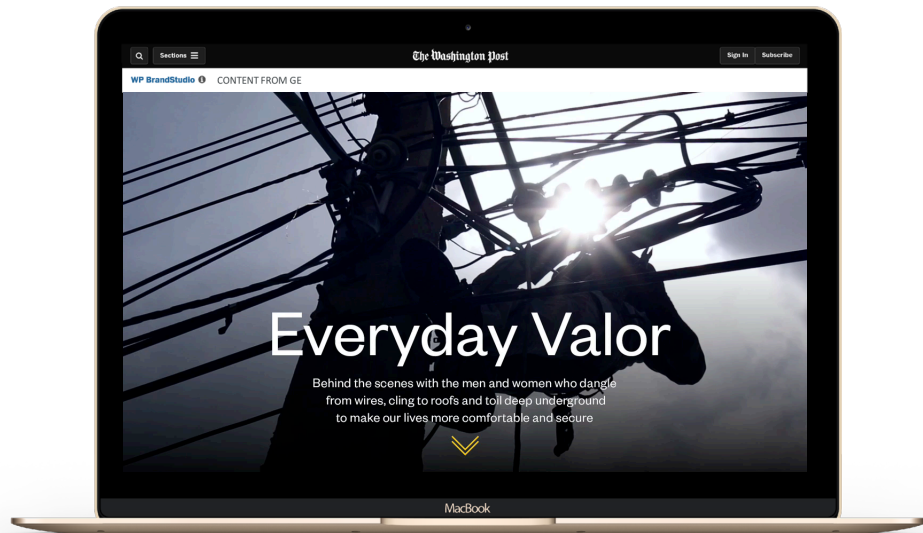
- A real-life character featured in the series premiere
- Bobbie Jo Hall, the first police officer on the scene of the 58-hour rescue of 18-month-old Jessica McClure from a well in Midland, TX
- Randy Fogle, crew chief of the Quecreek miners trapped underground for 77 hours in Somerset, PA
- An Apollo 13 employee, friend or family member who was present during the tense days between the malfunction and the splash-down

*Subjects mentioned are for example purposes only, program inclusion dependent on interest and availability

Mock of Program Entry Point



Mock of Multimedia Experience



From the entry screen, readers enter a multimedia experience that includes a rich-media article enhanced with lightly animated graphics, sourced images and archival Washington Post article content.



Visuals of original WP coverage of the events are juxtaposed with contemporary images

Trailer and tune-in CTA are prominently featured