GDC

Do You Copy? The dialog system in Firewatch

Patrick Ewing & William Armstrong Programmers on Firewatch

GAME DEVELOPERS CONFERENCE" | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17

UBM



<<BOTH>>

We made Firewatch together William Armstrong - Tools and Systems Programmer Bioshock 2

Patrick Ewing — Tools and Gameplay programmer Twitter engineering, Campo Santo, now working on a new game with Chance Agency GDC GAME DEVELOPERS CONFERENCE* | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17

Prior Art

Left 4 Dead's Barks - From GDC 2012 Elan Ruskin's talk on Dynamic Dialog http://www.gdcvault.com/play/1015317/AI-driven-D ynamic-Dialog-through

Naughty Dog - Context Aware Dialog at GDC 2014 <u>http://www.gdcvault.com/play/1020951/A-C</u> <u>ontext-Aware-Character-Dialog</u>

Prince of Persia (2008) - A player initiated chat about the game button



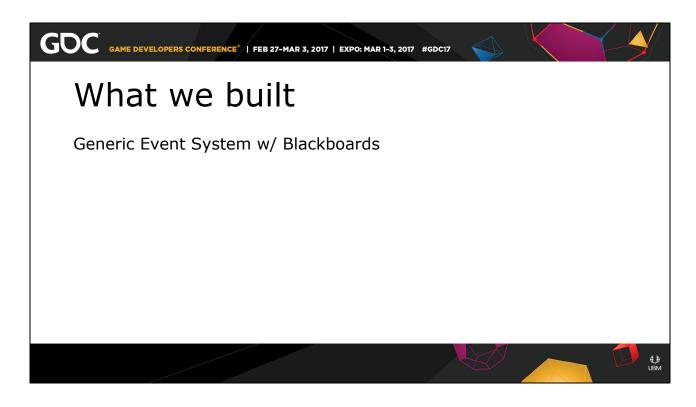
UBM

<<WILL>>

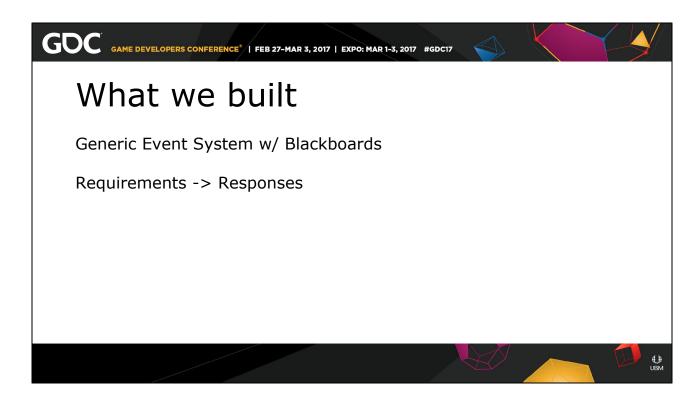
- Prior work focused on barks. Having natural sounding conversations that can be interrupted.
- We aren't going to go into technical detail of the fact system and the requirement checking, Elan's talk does a perfect job of that. Go watch it.
- Our game wanted to put bark's in the hands of the player. Use the radio to say a thing, then have the game strike up a conversation with you about it.
- Made the prior systems seem a perfect fit



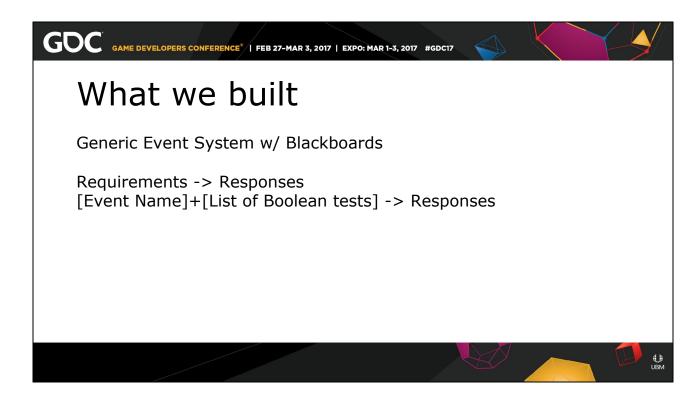
<<WILL>> Initial prototypes Player initiated conversations Never take away player agency - Like a real conversation, you can interrupt... or let the other perso just TALK Player can always interrupt Player always starts conversations This sounded A LOT like barks **(**) UBM



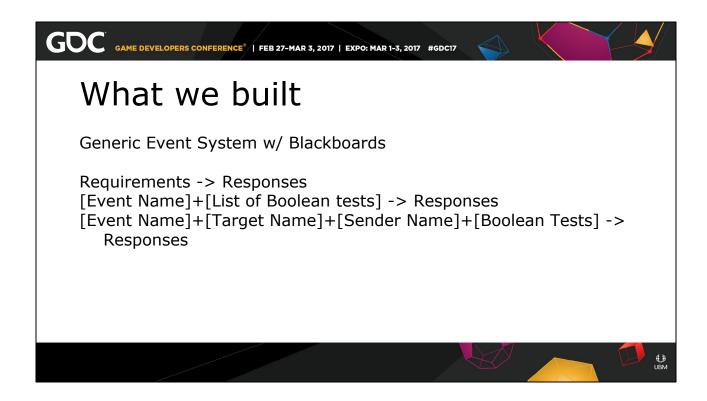
<<WILL>> Quick overview of the Event System implementation Anywhere in the game can trigger an event, code, script, other events When an event is raised, we find the best response.



<<WILL>> When some game state is reached -> alter the game state



<<WILL>> Ideally, an Event Happens + Required State => Desired New State

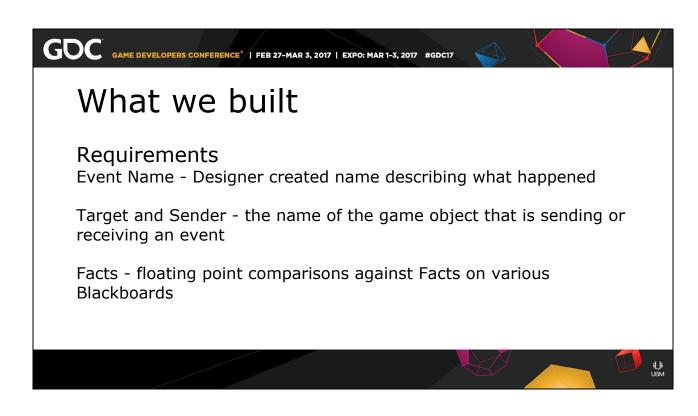


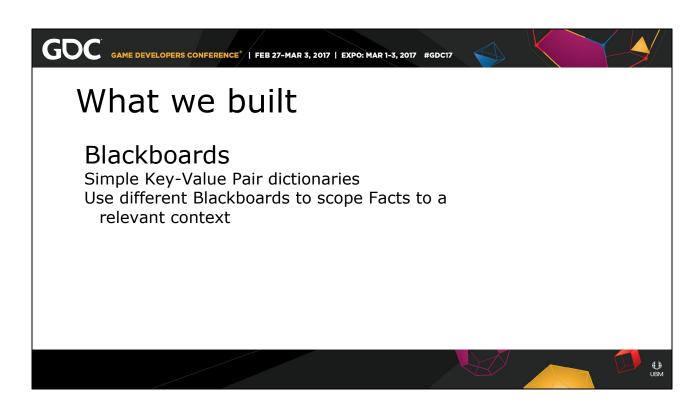
Ideally, facts could contain strings, but, we were in a rush and the tools for that are trickey so we special cased who sent the event and who was targeted by the event. Either of these can be null. This was enough for handling barks so seemed reasonable.

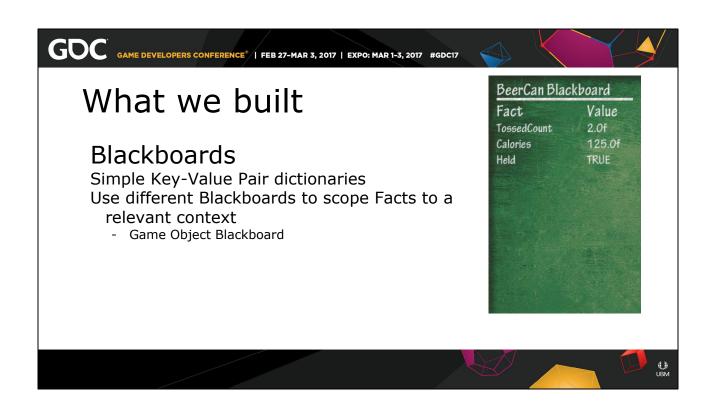


<<WILL>> Concrete example

OnTossed, the beer can, by Henry, Haven't Played







Fact PercentSad	Value
AmMaid SwearJarBucks tookWhiskey tookFireworks ReportedBra AreManChild	0.86f FALSE
	tookFireworks ReportedBra

What we built	Day 1 Blackboa	Day 1 Blackboard		
What we built	Fact	Value		
	BeerCansCleaned SaidFuckIt			
Blackboards	NearCanyonCache			
Simple Key-Value Pair dictionaries	day1StartComplete			
Use different Blackboards to scope Facts to	o a			
relevant context				
- Game Object Blackboard				
 Player Blackboard Day Specific Blackboard 				
		Sec. 1		

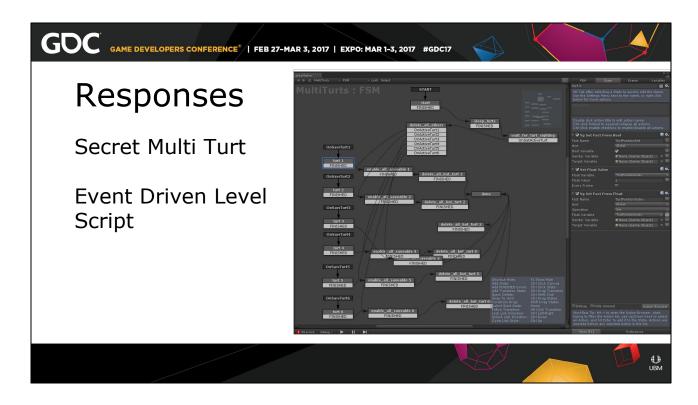
GOC GAME DEVELOPERS CONFERENCE* FEB 27-MAR 3, 2017 EXPO: MAR 1-3, 2017 #GDC17		
What we built Blackboards Simple Key-Value Pair dictionaries Use Blackboards to scope Facts to context - Game Object Blackboard - Player Blackboard - Day Specific Blackboard - Global Blackboard	Global Blackbo Fact MysteryDone QUEST_GoodEndin NamedDogBucket NamedDogMayhem TimeSinceSpeech LightsAreOn StrobesAreOn BoomboxOn PartyStarted	Value 0.72f g 0.0f FALSE



Here is a concrete example of our entire tool chain. These are the tools we used to make the whole game. Notice how bare-bones everything is. Low abstraction.



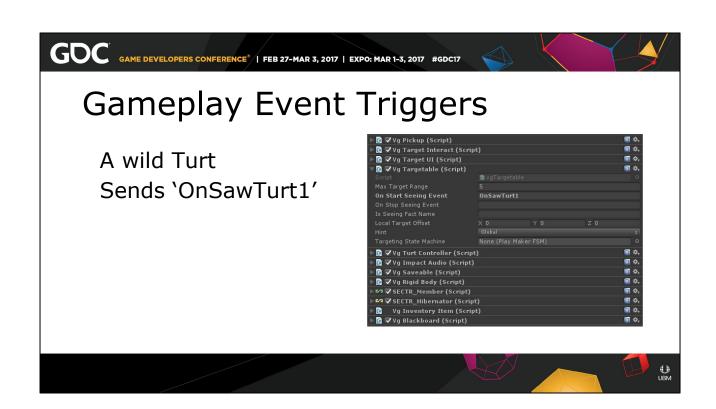
<<WILL>> Notice how one of the names is based on a Twine choice Notice how the display text changes we when put the Turtle back down



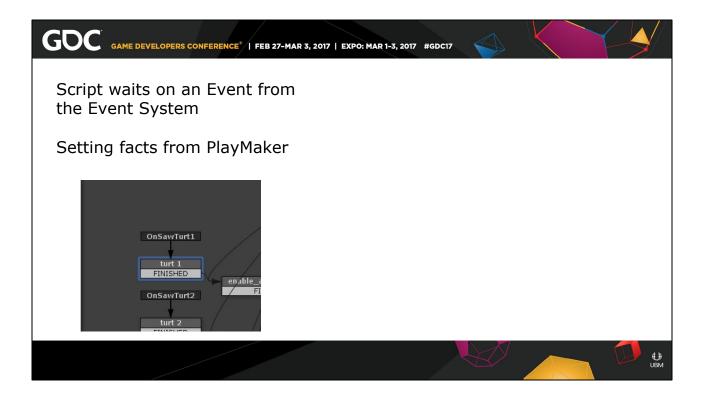
This the PlayMaker state machine that manages the Turt Pickups

Dirty Secret of Turt, there are many of them out in the world. The first one you see becomes your Canonical Turt, and we turn off the rest of them. We wanted the turtle to be unique, and fun little hidden surprise, but our world was too big, and players weren't finding it often enough.

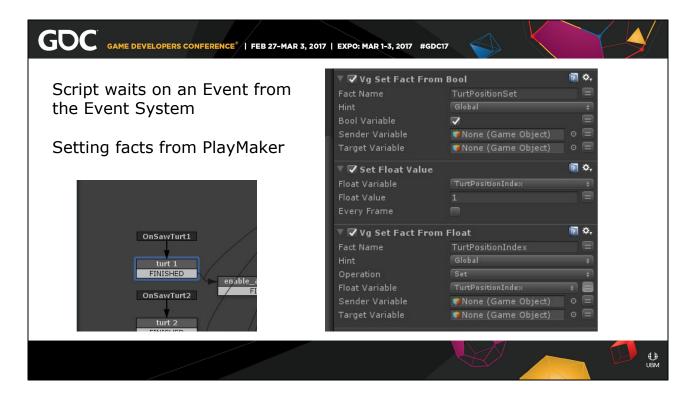
While complicated, and not pretty, this state machine was made late in the game, using only existing systems. Other than advice and bug hunting, no programmer time was required.



An example of a gameplay system triggering an event By default just sends a generic OnSeen event with this object as the Target Specialized for ease of use / searching



Here you can see a state that happens when a specific event occurs, and then sets facts to a blackboard, in this case the global one This makes the first Turt you see the Canonical Turt for your playthrough



Here you can see a state that happens when a specific event occurs, and then sets facts to a blackboard, in this case the global one This makes the first Turt you see the Canonical Turt for your playthrough

🖽 Hierarchy 🛛 Fact Browse	Ev	ent Data	=	Event Window #Scene Game	Event Editor 🛇 🚳 All			-= Default ±
Scout Camp - Day 76					Turtle Days 2-76	‡ DialogTree		Copy X
Shale Slide - Rope Hook and								6 C
SnowBros		Load:						Copy
Start Day 78 - Rewrite Start of Day Call about Poste		Load:						Copy X
Start of Day Call about Poste Teen Camp and Surroundings								Copy X
Teen Camp Approach - Dialo								Copy X
Teen Confrontation - Dialog a								Copy X
Teen Party Zone - Pre-Confrc					Turtle Days 2-76			Copy X
Teen Party Zone & Lakeside -				NameTurtleDialogChoice 0	Turtle Days 2-76	DialogTree		Copy X
Teen Underwear - Pre-Confrc				NameTurtlePlayerWritten 0	Turtle Days 2-76	Speech BlackboardFact		
Teens Missing - Montage Dial								Copy X
The Fire				NameTurtlePlayerWritten10				Copy X
Tower Hub - Cache Box - Da				NameTurtleTwine1		Speech BlackboardFact	IsDialogChoice	Copy X
Tower Interior - Objects								Copy X
Tower Post Break In - Dialog								CODV X Y
Towerhub - All Days		Load:						
Trail Signs - Orientation - Day								
Turtle Day 77-79 Turtle Days 2-76		Load:			OnRadioPickup_Turtle_			1
TutorialEventData		Load:		Requirements Pad: 0 m Target namec Pickup Turtle	Code View Dialog Response: Response: OnCo			e
TwineBrain		Load:		ReportedTurtle Is ±				
Two Forks Lookout and Surro				CantTalkAboutTurtBecause Is a		- Julian - Hairan	[DEPRECATED]	
Utility - Global Dialog Events						dalog choicer		important Can
Utility - Intro				Add Requirement Add Sender Add Ta	Display Time: 0			
Utility - Save Slot Images					Response While Waiting			U
Utility-Achievements					Add Choice			
What Do You Look Like - Mon								New
Wire Hike - Beer Can Dialog ·				76				
Wire Hike - Day Start Dialog								
Wire Hike - Distant Wire Dialc								
Save Selected								
All				No File Selected				Export Script

Here is our in engine editor for the event data

Lots of events about turt, all sorted into their own event list We have tools to multi-select and jump quickly from a dialog line to any of its followups.

The selected line is in fetching Campo Orange (156,70,5)

GDC GAME DEVELOPERS CONFERENCE [*] FEB 27-MAR 3, 2017 EXPO: MAR 1-3, 2017 #GDC17	
Dialog Responses Speech to play Dialog caption to display Setting a fact	
Speech IE 5328 View in Magpie Queue? True Speaker: Henry + Wwise Even Play_05328 Caption: Whoa, I uh, found a turtle. Maybe it's a tortoise? It's a thing with a shell. On Finish Event: OnConvoTurtle2	+ Normal + X Delay: 0.65 Create Select
Dialog Choice Caption: Report turtle	
Fact Name: ReportedTurtle Speech Fact Dialog Dialog Choice Crit Path Convo Event Quest Concept Target Change Text Radio State Random Event Achi	Is + true + Global + X Black Bars Audio Event evement HUD Event Save Image

This is what at basic Dialog Response looks like, how we play lines

GDC [®] GAN	HE DEVELOPERS CONFERENCE [*] FEB 27-MAR 3, 2017 EXPO: MAR 1-3, 2017 #GDC1	
List of Finds	og Tree Responses other events to trigger valid responses on display ws choices	
	Dialog Response: Response: NameTurtleTurt Turt Reynolds. Response: NameTurtleShelly Shelly Duvall. Response: NameTurtleTwine Mayhem Junior. Bucket Junior.	Create Select X Create Select X
	Response: NameTurtlePlayerWritten It's a secret. It's a secret. ✓ Is Deliah waiting for dialog choice? □ [DEPRECATED]Important Call □Kill other dialog Display Time: 15	Create Select X

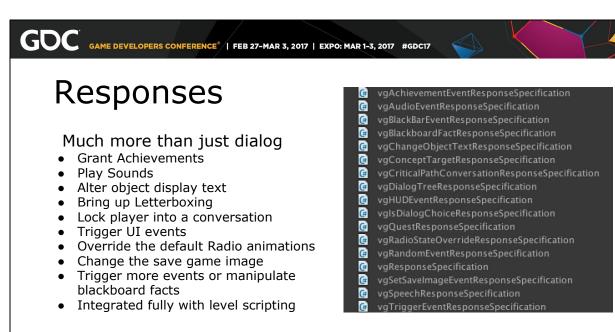
Here is our dialog tree response

All it does is fire off other events with their own responses

We have a custom response type that sets the Caption for each choice, and when we first set an active dialog we go find those captions based on the game state at that moment

Memory	Requirements Pad: 0 Code View DogIsMayhem Is + 🗸 Rone + Add Requirement Add Sender Add Target Add Or Req	
Use the blackboard to select name	Speech IC 5344 View in Magpie Queue? Speaker: Henry & Wwise Even Play_ Caption: Mayhem Junior.	_05344 Delay: 0.65
Based on player choices	On Finish Event: NameTurtleTwine1 Fact Name: TurtleNameIs Dialog Choice Caption: Mayhem Junior.	Create Select Set \$ 3 Global \$
Selects the event with the most matching requirements	Speech IE 5349 View in Magpie Queue? Speaker: Henry E Wwise Even Play Caption: Bucket Junior. On Finish Event: NameTurtleTwine1	
·	Fact Name: TurtleNameIs Dialog Choice Caption: Bucket Junior.	Set 4 Global 4

How we use our Blackboard system to store game state and remember things that happened





All sorts of things can be a response.

All events can trigger move events, set facts, trigger game logic, and all sorts of hooks into scripting

Examples - Save Game image swapping, setting an index into a list of pre-generated save game images

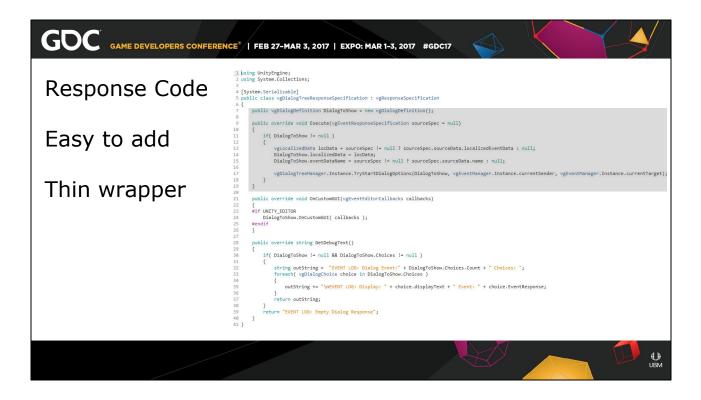
Examples - Event Listeners in PlayMaker



Here is what basically all of the responses ended up looking like in code. Dead simple.

Marshall state from the event system, then pass the data onto a more complicated specialized system.

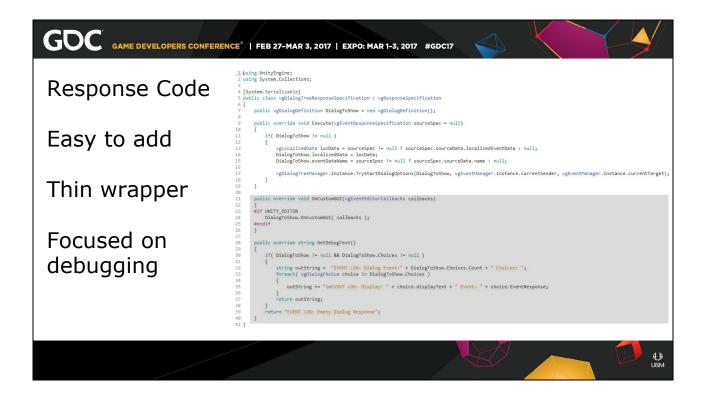
Code to alter how event responses are displayed in the editor for validation Lots of code for printing debug text, debugging this system is more important than it working



Here is what basically all of the responses ended up looking like in code. Dead simple.

Marshall state from the event system, then pass the data onto a more complicated specialized system.

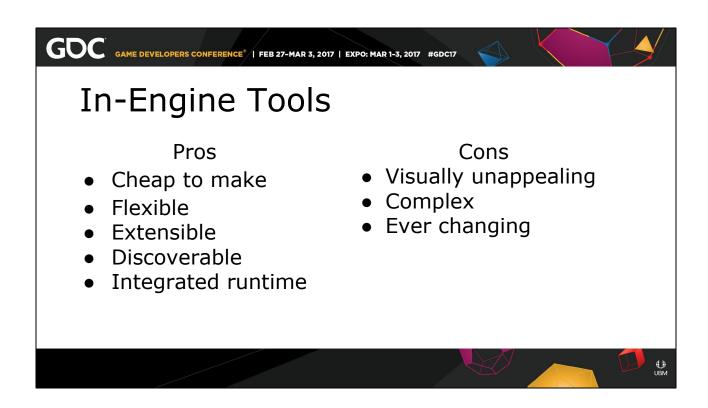
Code to alter how event responses are displayed in the editor for validation Lots of code for printing debug text, debugging this system is more important than it working



Here is what basically all of the responses ended up looking like in code. Dead simple.

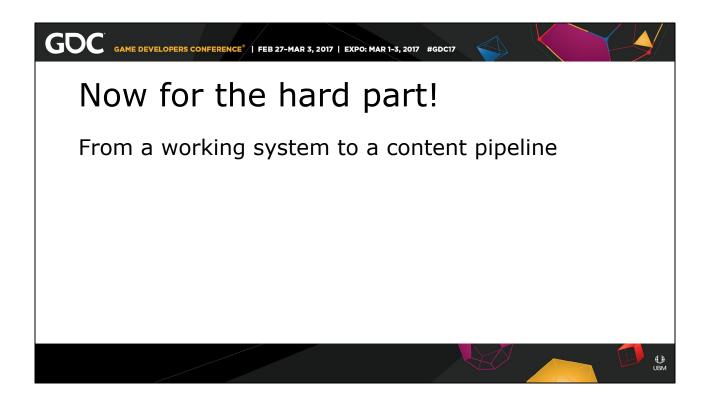
Marshall state from the event system, then pass the data onto a more complicated specialized system.

Code to alter how event responses are displayed in the editor for validation Lots of code for printing debug text, debugging this system is more important than it working



- No assumptions. Everything is an event or a response, a fact or a condition
- Used for much more than dialog.
 - ∎ UI
 - Animation
 - Level Scripting
 - Conditional Spawning
- This allows for a multiplicative explosion of functionality. Anything that can trigger an event can cause any of the above as a response. Any new response can be triggered from every event in the gamee

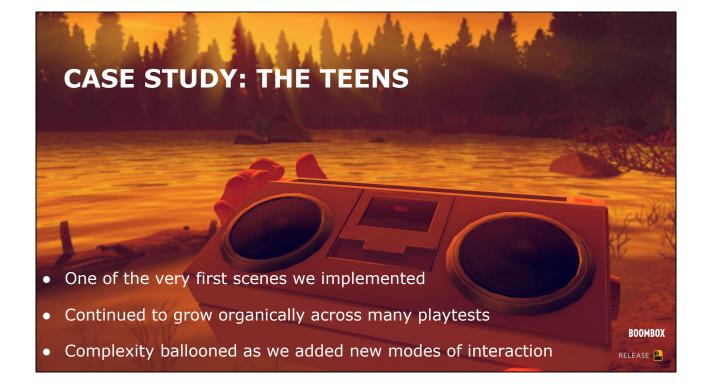
This all has a downside though. A tool that is build to iterate functionality on everything will not be perfect for anything. This is, at the end of the day, an editor for the event system, not an editor for Dialog.



<<WILL>> Hand off to Patrick— he will change the slide

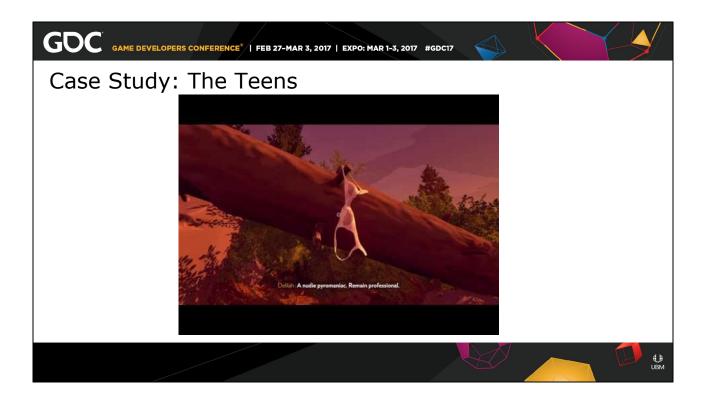
<<Patrick>>

With all of these systems in place and working, we needed to figure out a pipeline that could fill a 4 hour game with massively branching content. An example of how this content looked while we were just getting started is The Teens.

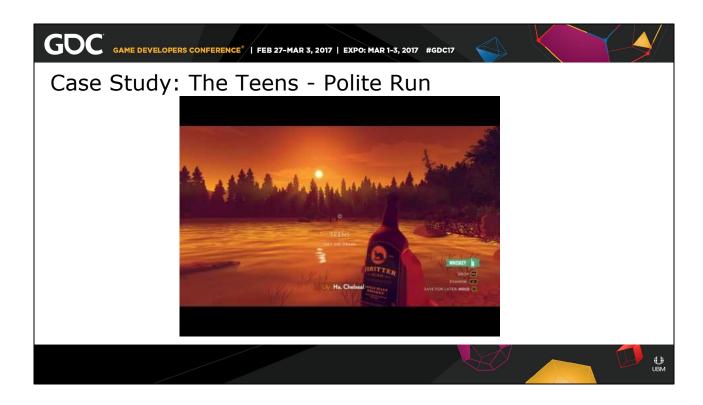


This is one of the first scenes we implemented, and it grew to be one of the most complex. Updated continuously throughout development.

- We always wanted to add more
- Responded to player feedback constantly
- What happens if I throw the boombox in the lake'? What if I just sneak by them?
- Organically growing over time. Entire team involved.
- Debugging stress test. We had enough rope to hang the whole team here, and did. Repeatedly.
- All content, very little code needed as we iterated.

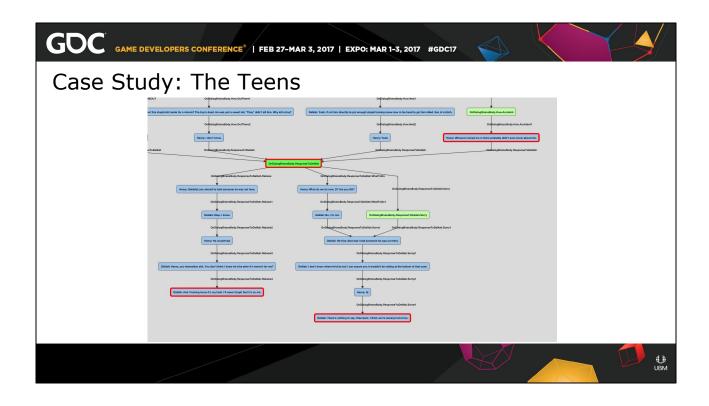


Updated continuously through the whole game. Drove much of our tools development. If we could do all this, we could do anything.



Pros of this approach: We had to write almost no new code as we developed the game. It was all event data.

Cons: New content could often disrupt old content. Events interrupting events— new meanings given to older facts; thousands of permutations to test.



- Pros of this approach: We had to write almost no new code as we developed the game. It was all event data.
- Cons: New content could often disrupt old content. Events interrupting events— new meanings given to older facts; thousands of permutations to test.

So what could we learn from this vertical slice? How could we make writing, updating and changing content easier as we went forward?

Writing for Games is **HARD**

Massively branching content

GDC GAME DEVELOPERS CONFERENCE* | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17

- Non-linear = a web of independent lines
- Nearly every line is context-aware
- Firewatch is full of interruptible dialog
- Excel is a terrible creative writing tool

<<PATRICK>>

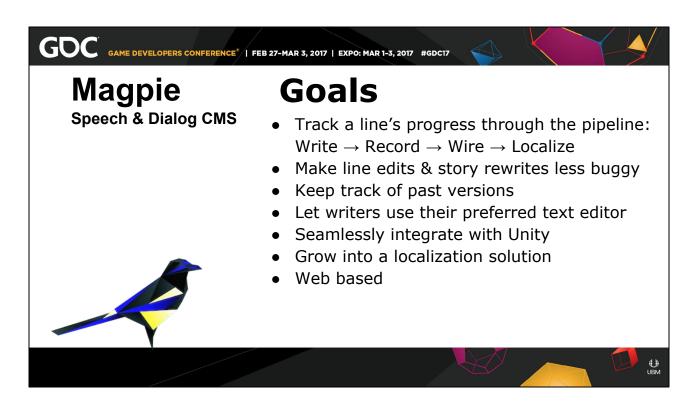
Interactive fiction writers have a super unique talent— it's unlike anything else.

- Massively branching content
 - Writers keep track of everything of massive amounts of info in their heads— but then need to capture that on paper. Sean prototyped the vignettes that start Firewatch in Twine, a visual tool

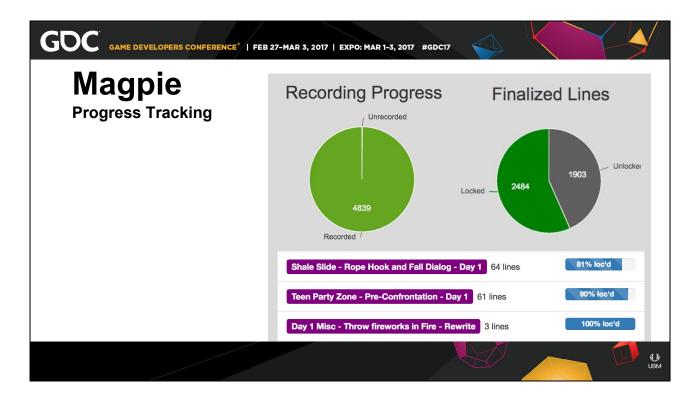
UBM

- Non-linear = a web of independent lines
 - But Twine isn't sufficient for a game like Firewatch. Lines need to feed into a Voice recording and localization pipeline.
- Nearly every line is context-aware
 - State needs to be checked on every frame. State must be maintained in a vast number of blackboards.
- Firewatch is full of interruptible dialog
 - From the get go, we knew that Henry could call Delilah and change the subject as she rambled on. We later added the ability for Delilah to call Henry. This means thinking about event chains and all the possible ways they can be broken, recovered from, or guarded.
- Excel is a terrible creative writing tool

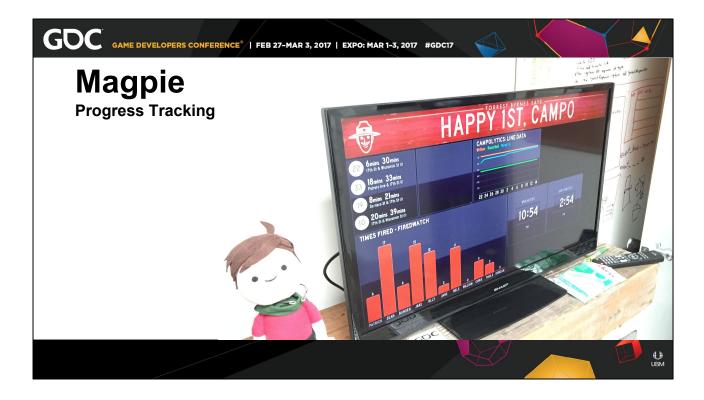
• ...and yet it's what a large part of the industry uses to track lines



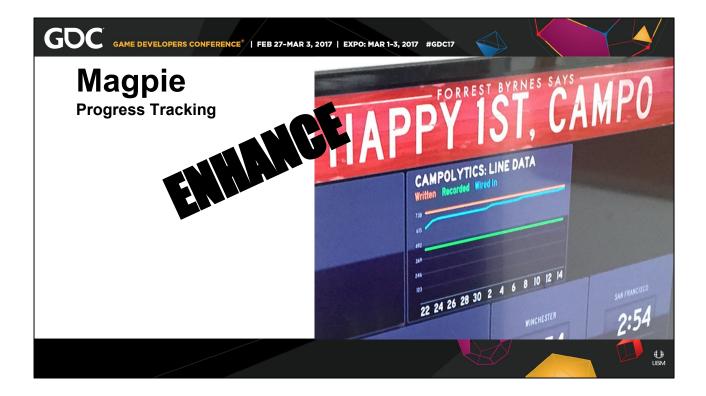
- Magpie is an end-to-end CMS— a database-backed web application for managing dialog.
- Writers use their own tools, then bulk import into our line database
- One line = one recording = many usages = many translations
- Non destructive editing- all changes tracked & synced
- Edit inline, unity refreshes automatically
- Listen inline / Translate inline
- Web based tools— quick to make, lives in the cloud, easy to share with non programmers



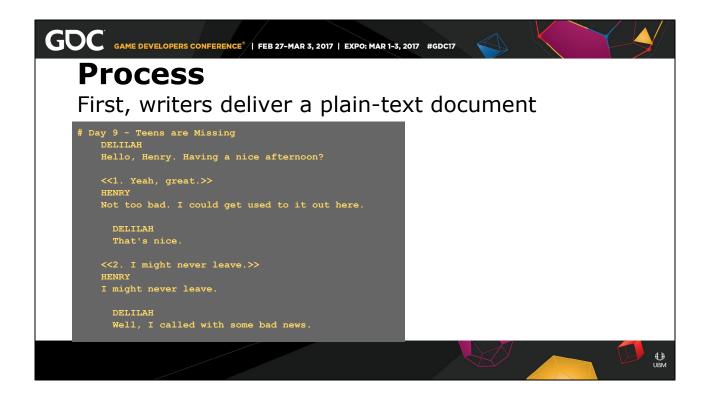
Benefits of a web-based CMS— easily set up dashboards like this one Recording progress, Wiring progress, Loc progress



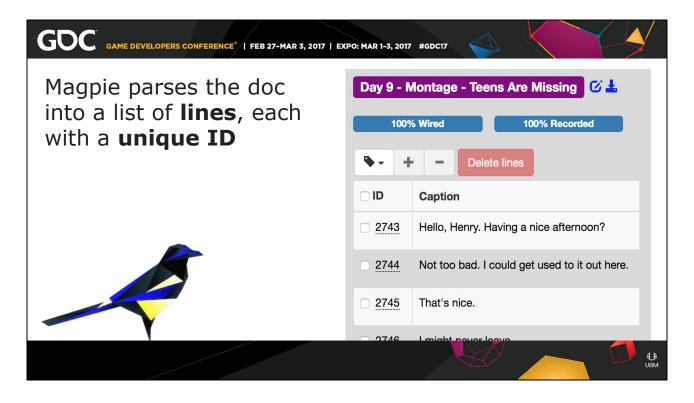
<<PATRICK>> Panic's Status Board was our friend The bus times up in the right, our graph of how many times employees were fired for terrible puns in the right



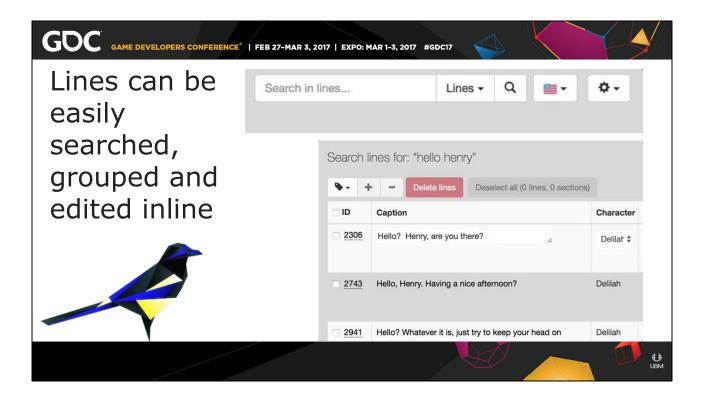
And our line data pipeline is tracked too. A status board widget talks to Magpie's JSON API



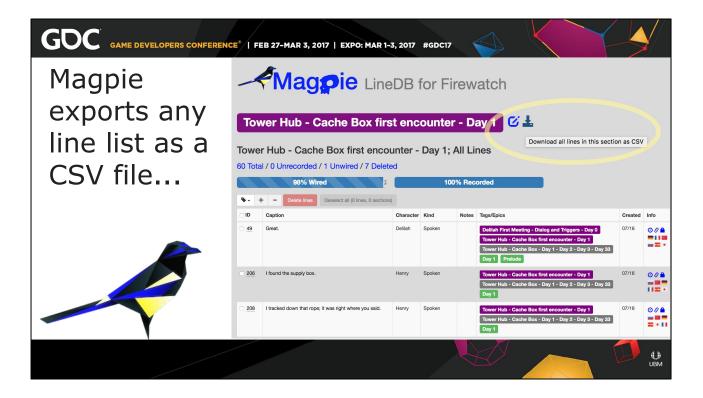
This is a simple format based on "Markdown" that makes it easy for Magpie to parse the script.



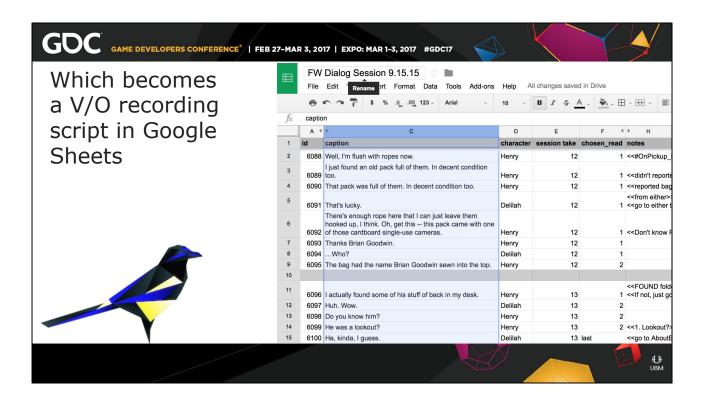
Magpie creates a unique Line ID and populates our database with all of the metadata you see here (character, notes, line type etc.)



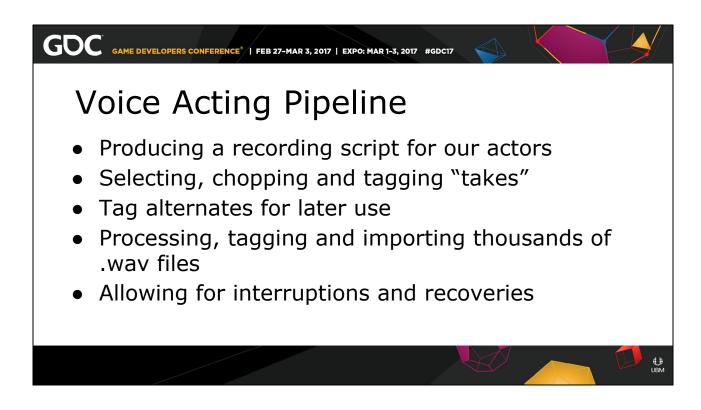
Lines can be grouped into lists, tagged by theme or day, and searched easily from anywhere. No need to open unity, you can even use it from your mobile device.



For any set of Lines, Magpie produces a JSON or CSV export that can be imported into other tools. JSON syncs automatically from a simple C# script in Unity. CSV was useful for building recording scripts for V/O

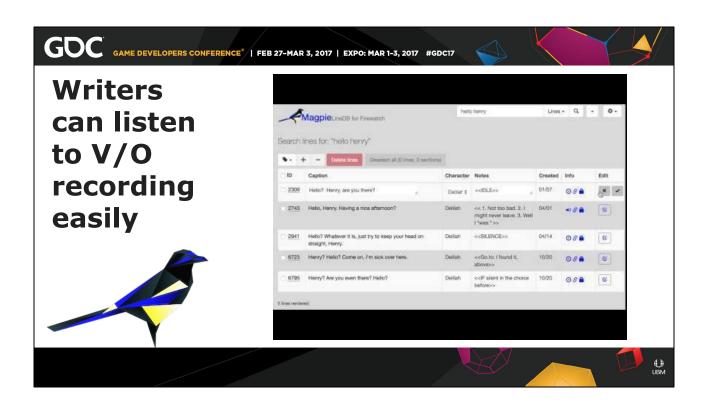


Google Sheets is a godsend for voice recording. Rich & Cissy and Sean & I could all be in the same doc at once, watching each other's cursors flitting around.



Rich and Cissy worked in their own home studios. We'd all be on Skype— Sean and I listneing, and the tow of them while they recording local, high quality copies. Sean would tag the takes he liked in Google sheets.

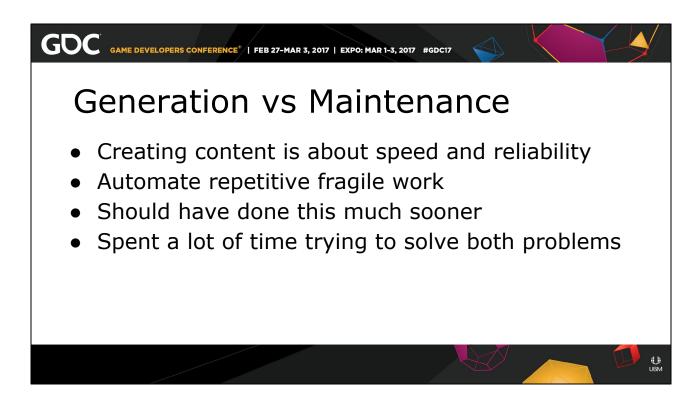
Later, an intern could chope and collate these session wav files into thousands of individual wavs, named by line ID



One click import/export of lines as a CSV file, for use in Google Docs, Excel, or whatever external tools you use

This became especially invaluable when we needed to do a late-game rewrite. The story changed— This meant combing through everything we had, finding lines that needed to be deleted or replaced, and creating new recording scripts that sorted brand new lines with rewrites.

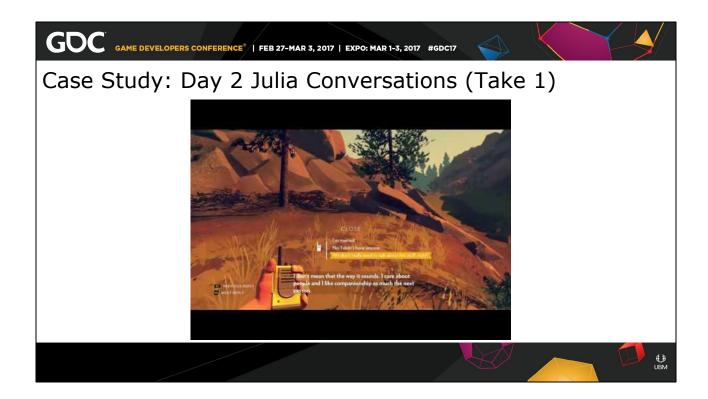
A tagging system was key here— for instance, find me all the lines ABOUT Brian Goodwin, or all the Goodwin lines on Day 3 or after.



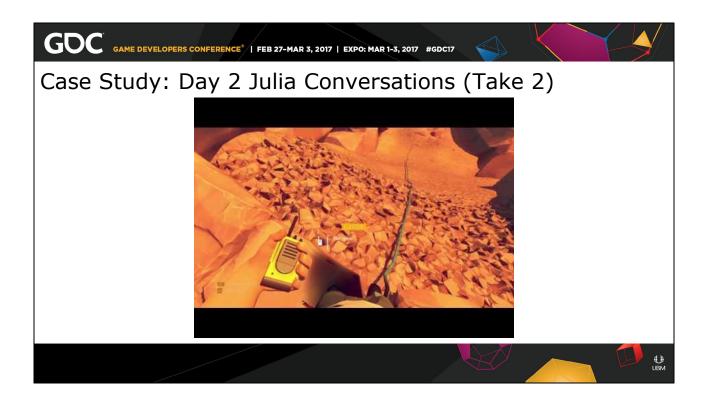
Talk about or original plan and attempts to make the visual graph editor version of this. The growing pains there. How much easier things were once we limited the problem to writing lots of lines of dialog, not building and maintaining a reflection of the full event system



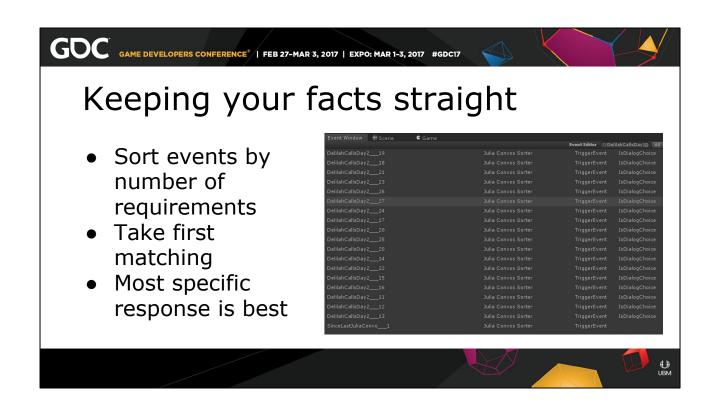
- System used properly, since we had 3+ big revisions on the teens.
- The creation of Delilah and Henry brains
- Multiple Conversation entry points— triggers in world world, time since last speech, every piece of state.
- Totally interruptable, VERY state dependent.
- This needed to feel very natural, with her remembering all she said



- Interruptions here became really tricky because if thread didn't finish than internal state could be wrong. Delilah would know things the player didn't.
- Once we had the structure in place for the facts and the trigger volumes, most of our issues were with surrounding conversations.
- This is the use case that ended up getting us Crit Path conversations, that couldn't be halted. This is where we had to formalize this pattern.



- System used properly, since we had 3+ big revisions on the teens.
- The creation of Delilah and Henry brains
- Multiple Conversation entry and exit points
- This needed to feel very natural, with her remembering all she said
- Show the actual event lists in question (maybe make a state graph?) Show the facts names for the Delilah Brain.
- Interruptions here became really tricky because if thread didn't finish than internal state could be wrong. Delilah would know things the player didn't.
- Once we had the structure in place for the facts and the trigger volumes, most of our issues were with surrounding conversations.
- This is the use case that ended up getting us Crit Path conversations, that couldn't be halted. This is where we had to formalize this pattern.



Callback to Goons Bark system Instead, indy film about romance and friendship GDC GAME DEVELOPERS CONFERENCE* | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17

Keeping your facts straight

Event: DelilahCallsDay2				D
Requirements	Pad: 17 🕅 C			
		÷) 🖾		
KnowsTheNameJulia				
		(†		
KnowsYouHaveAPartner				
		(†		
RemembersBeingTotallyShutDown				x
RemembersYouDeflectedTalkingAboutYourBi		÷) 🖂		
OnConvo3.1StartPlayed		÷ 🗸		
OnConvo2.1_StartPlayed		÷ 🗸		x
OnConvo4.2_StartPlayed				
Add Requirement Add Sender	Add Tar	aet	Add Or Regs	

"You're not one of those guys who is building the "Great Plan" to get her back while you're out here, are you?"

> **(**) ∪BM

<<WILL>>

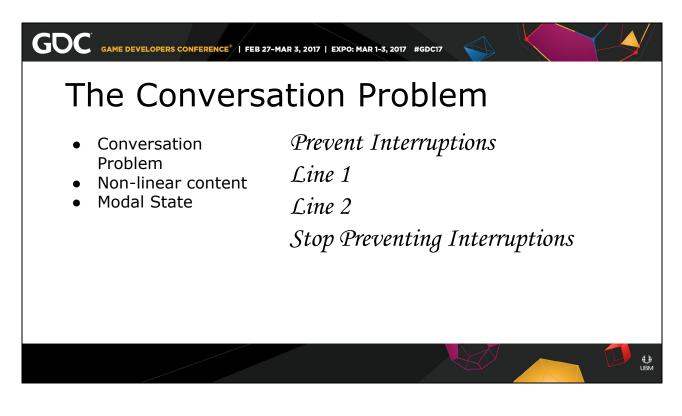
Padding lets design prioritize as needed

This line only plays when Delilah knows nothing about Julia.

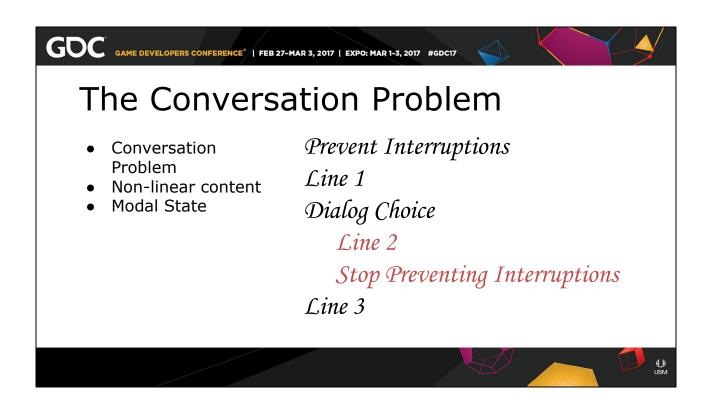
GDC GAME DEVELOPERS CONFERE	NCE [*] FEB 27-MA	AR 3, 2017	EXPO: MAR 1-3, 20	17 #GDC17					
Keeping your facts straight									
Event Details: Event: DelilahCallsDay2 Requirements KnowsYourPartnerHasAlzheimers KnowsYouMetInABar RemembersTellingYouToGoToHer RemembersBeingTotallyShutDown KnowsYouHaveAPartner OnConvo2.3StartPlayed Add Requirement Add Sende	Pad: 10 Is Is Is Is Is Is r Add Targ	e Code e	e View None † X None † X None † X None † X None † X None † X None † X Add Or Regs	"What does s	she have?"				

<<WILL>> Here she knows about Julia, knows she isn't well, but not why.

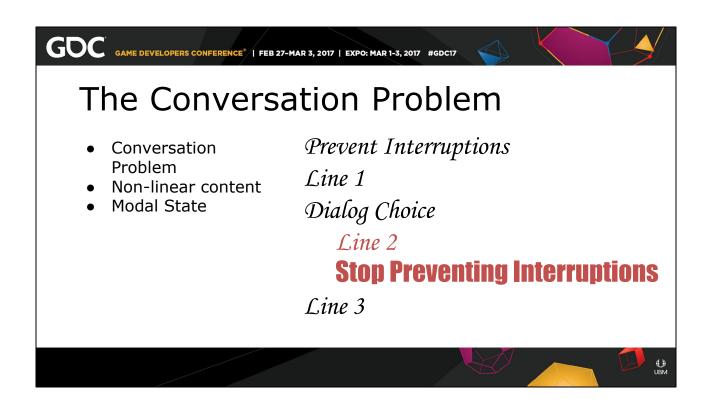
All these different conversation lines have the same basic start, and we just drill down through game state until we find the most perfect line we have for your playthrough.



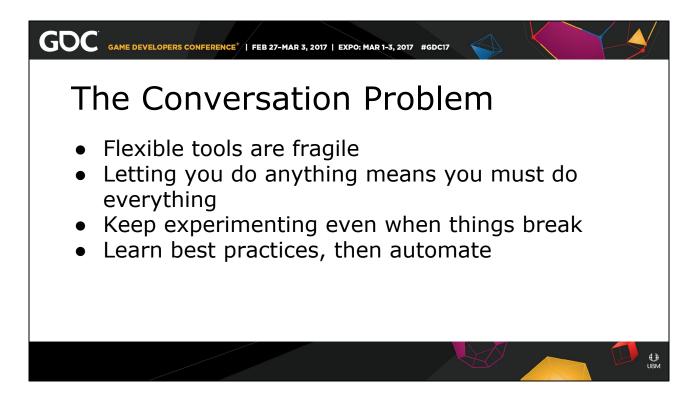
Conversations as a First Class Citizen. Critical Path convo hell. We used start and stop events, with ref counting, to turn on and off normal player control. Ideally, we would have had a nested structure that allowed for the creation of a conversation that would fire off certain events on start and on end, no matter what the details of that conversation were. Really just a specialized tool for automatically adding the correct responses to all the right places.



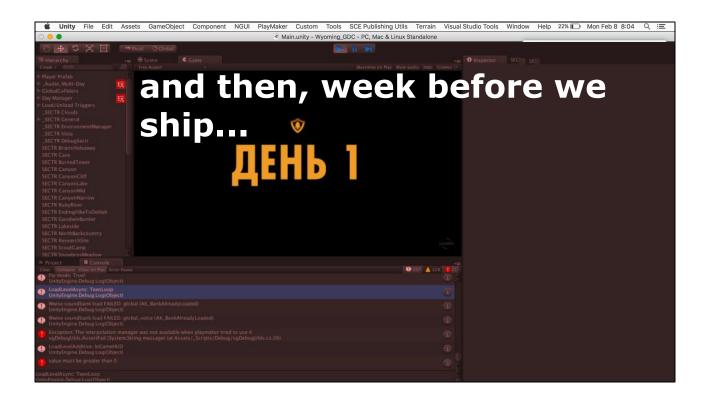
Alternatively, if you jump from before Line 1 to Line 2, you are also in a bad place, never allowing the player to start talking ever again



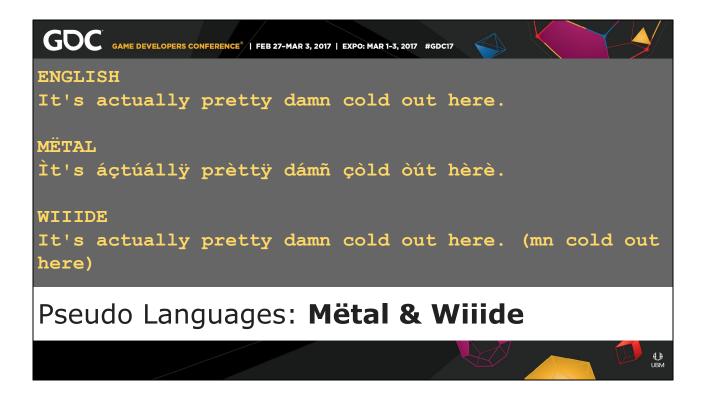
Alternatively, if you jump from before Line 1 to Line 2, you are also in a bad place, never allowing the player to start talking ever again



Touch on the problems with our system here

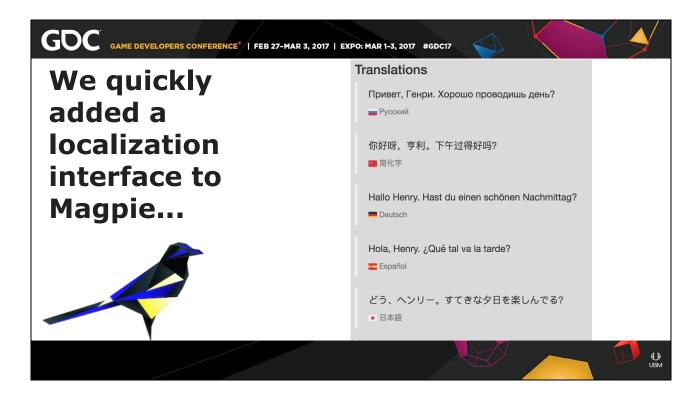


SURPRISE! We decided to ship localization



GDC GAME DEVELOPERS CONFERENCE	FEB 27-MAR 3, 20	017 EXPO: MAR	-3, 2017 #GDC17			
We quickly added a localization interface to Magpie	hello h	ienry		Lines -	Q	•
	Character	Kind		Tags/E	pics	
						(). UBM

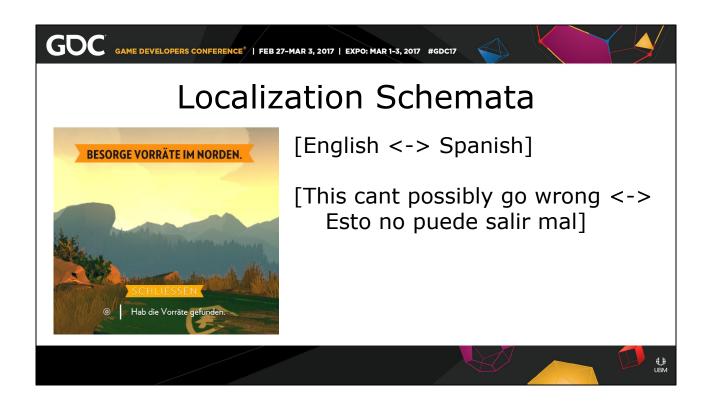
Mention that we were working with Slava, our amazing Russian translator, to pull this rabbit out of a hat



Mention that we were working with Slava, our amazing Russian translator, to pull this rabbit out of a hat

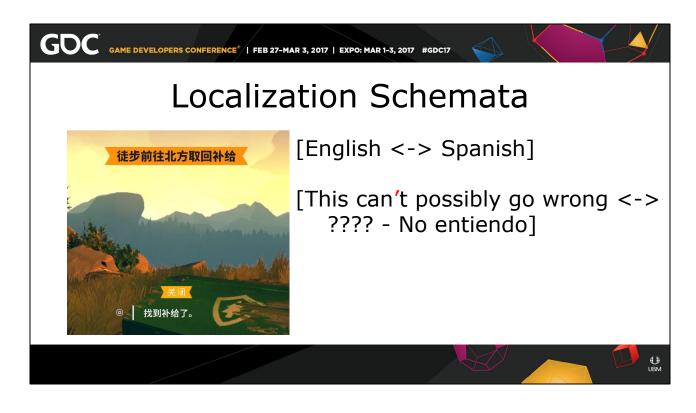
<page-header>CODE ON LE DEVELOPEREN CONFERENCE (] LEED 27-MAR 3, 2017 | EXPONANCE 1, 2017 | MORTON OF CONFERENCE 1, 2017 | EED 27-MAR 3, 2017 | EXPONANCE 1, 2017 | MORTON OF CONFERENCE 1, 2017 |

<<WILL>> Already in place! Already tested-ish Use C# reflection to find all tagged fields We had a component on some UI fields that were directly input that would track down the text component. Otherwise everything was simply a attribute vgLocalizeString worked on strings and string enumerations Loc builds were able to be generated manually, but they also just build automatically with every build, so you could never get the data out of date.



<<WILL>> Tricky because -

Multi-User editing Make a range of ID's, and grab them per user Hash the string - DANGER



<<WILL>> Tricky because -

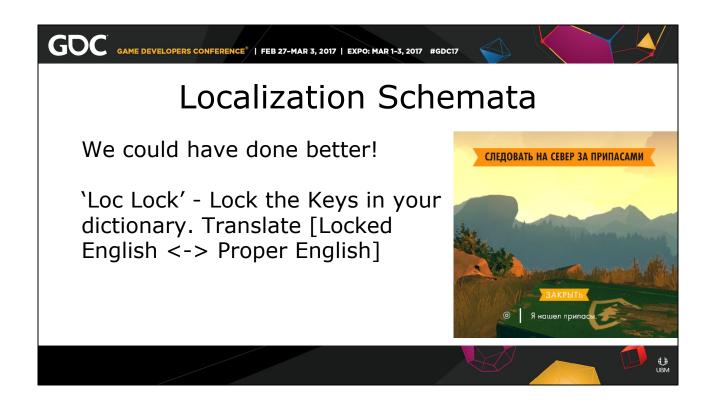
Multi-User editing Make a range of ID's, and grab them per user Hash the string - DANGER



When to bake in assumptions - String IDs for localization.

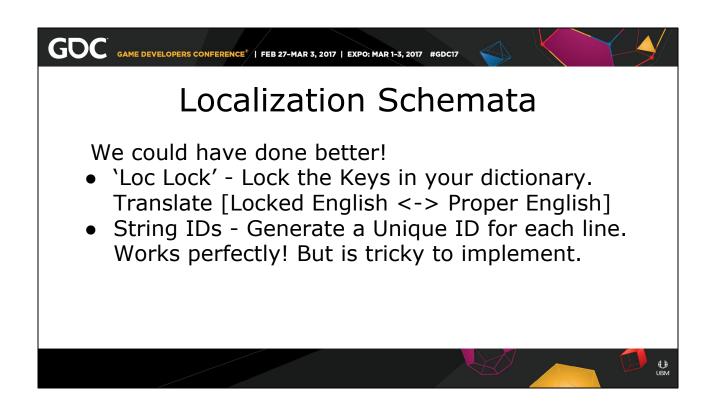
English <-> English dictionaries for translation are easy to read, and great if you are planning on having fan's loc the game.

However, once we decided to go with professional localization, we should have switched to using a UniqueID per string, so that we could alter the English without breaking localization. Everytime we fixed a typo in the English, we broke the localization. We were already doing somethign like this for dialog lines and audio files. Just didn't have time at the end.



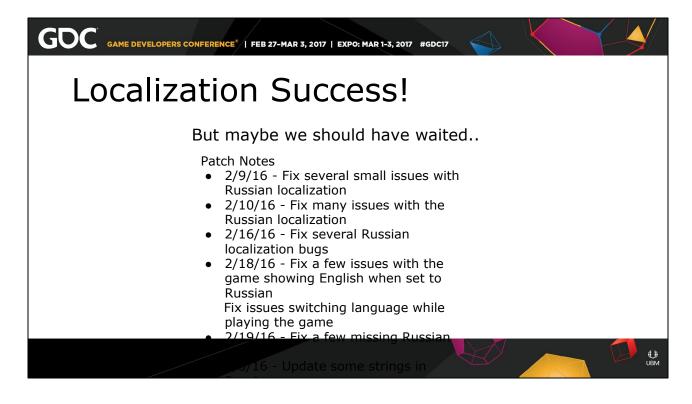
<<WILL>> Tricky because -

Multi-User editing Make a range of ID's, and grab them per user Hash the string - DANGER



<<WILL>> Tricky because -

Multi-User editing Make a range of ID's, and grab them per user Hash the string - DANGER



Game shipped with support for Russian

First full localization test on Sunday

Game launched that Tuesday

Lessons Learned- Tools

GDC GAME DEVELOPERS CONFERENCE* | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17

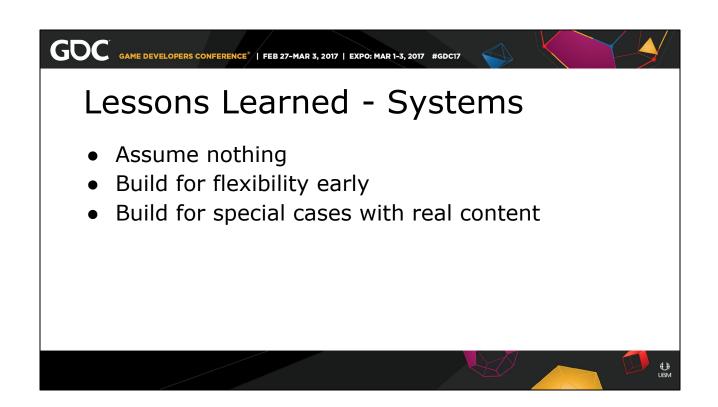
- Small team
- AAA quality with Indie Scope
- Tools supported our iterative design process

UBM

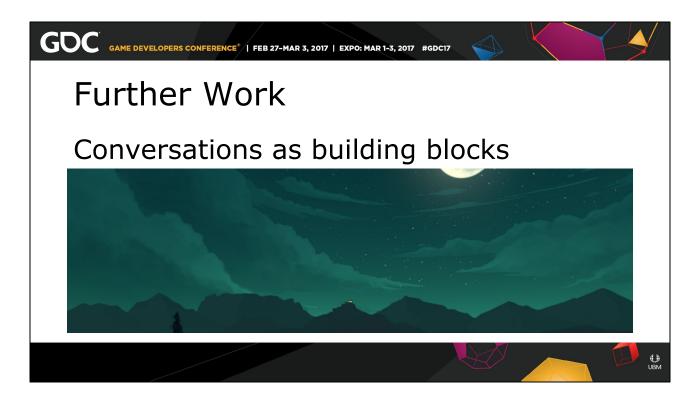
• Built this complexity over time

<<PATRICK>>

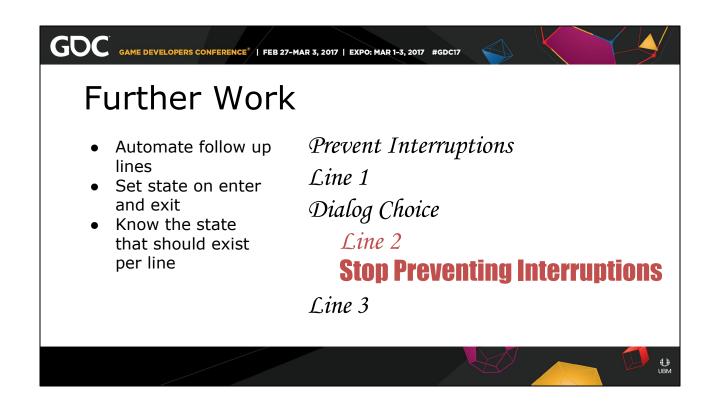
One year later - What went write Small team AAA production with indie scope Iterative Design Process Change Tolerant Organically built up complexity over time



- Make general purpose tools early
- Specialize as needed, but only as needed.
- Factor in time to re-do the tool / editor after your first milestone
- Work with content producers, and make some content yourself.

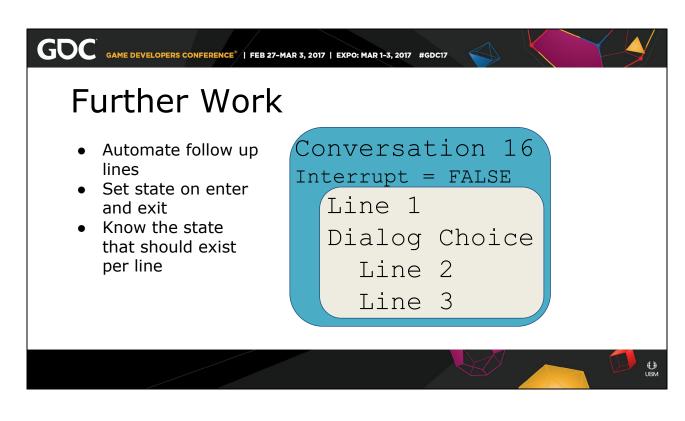


Conversations as a First Class Citizen. Critical Path convo hell. We used start and stop events, with ref counting, to turn on and off normal player control. Ideally, we would have had a nested structure that allowed for the creation of a conversation that would fire off certain events on start and on end, no matter what the details of that conversation were. Really just a specialized tool for automatically adding the correct responses to all the right places.



We should have had a 'Conversation' type that would serve as a statefull container of lines. Any lines in that conversation set the state needed by that conversation. Any time the dialog system stops playing any lines in that conversation, clears all state. Automatically generate the busy work of making a series of back and forth or follow up lines

All of this only makes sense for conversations, and would need to be bolted on top of the generic, flexible event system.



We should have had a 'Conversation' type that would serve as a statefull container of lines. Any lines in that conversation set the state needed by that conversation. Any time the dialog system stops playing any lines in that conversation, clears all state. Automatically generate the busy work of making a series of back and forth or follow up lines

All of this only makes sense for conversations, and would need to be bolted on top of the generic, flexible event system.



GDC GAME DEVELOPERS CONFERENCE* | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17

UBM

OVER & OUT!

William Armstrong williama@unity3d.com @WillWArmstrong

Patrick Ewing patrick@chanceagency.com @hoverbird





() UBM

William Armstrong williama@unity3d.com @WillWArmstrong

Patrick Ewing patrick@chanceagency.com @hoverbird