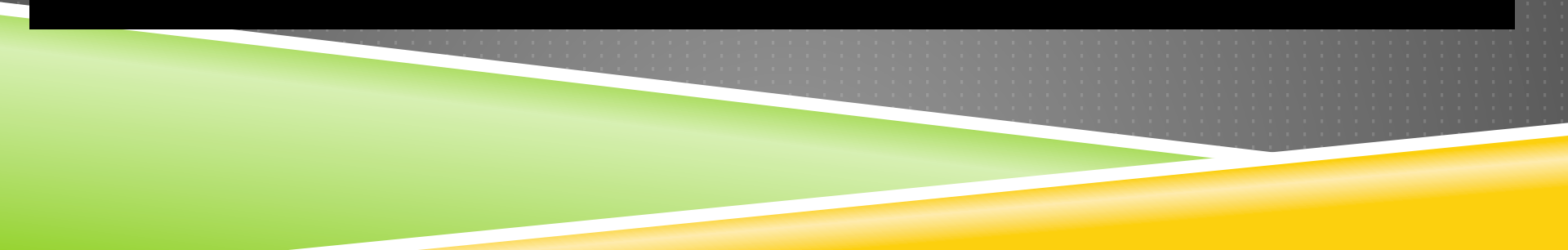
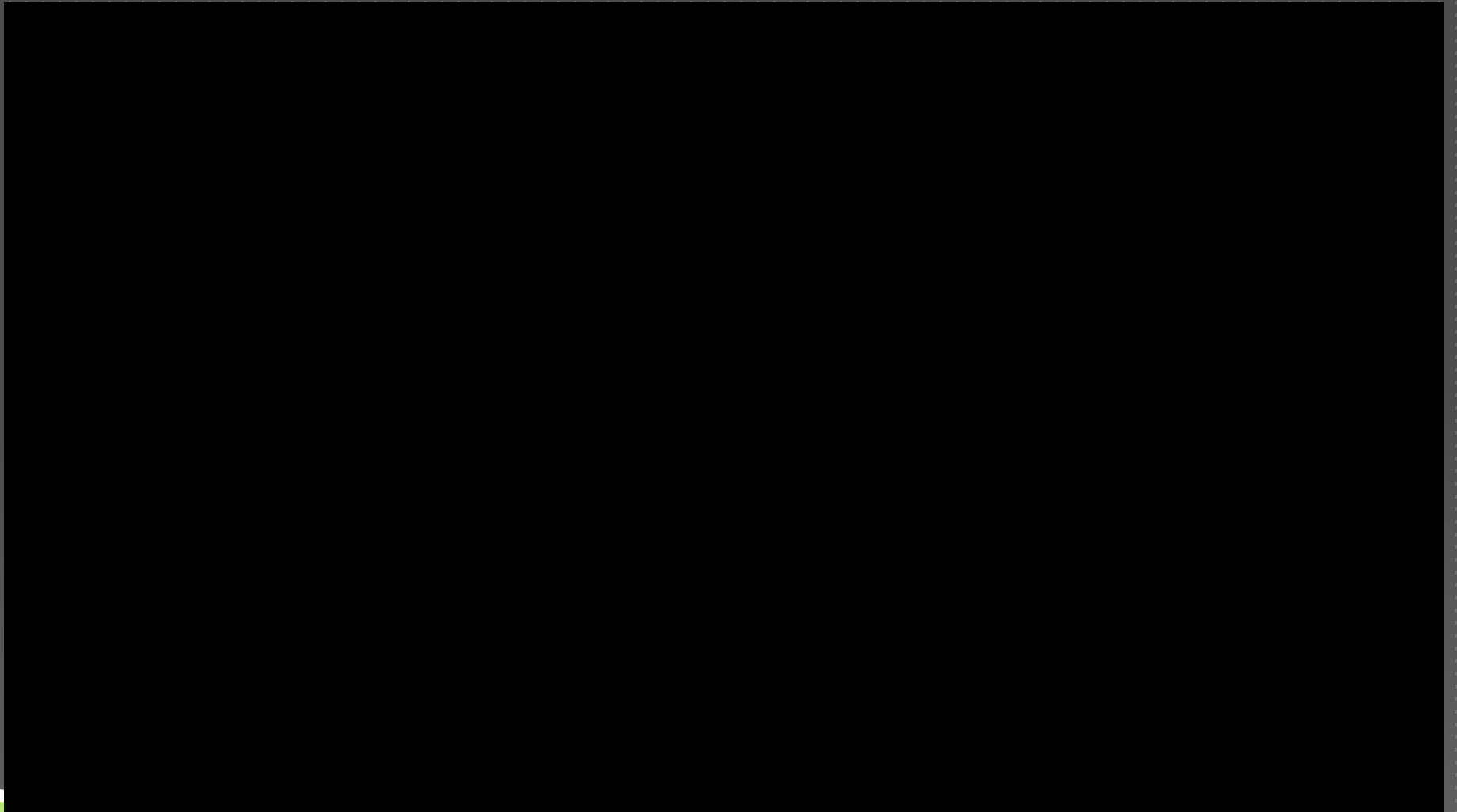


**BREAKING NEWS:  
FIND PACHI  
CAMPAIGN**



# TREATMENT SUMMARY

- ▶ <https://www.youtube.com/watch?v=p-GSZqPdNeY>
- ▶ **Theme**
  - ▶ The theme behind this video is a breaking news story. It will seem like an authentic news report in a live studio. The story is that Pachi the Porcupine has gone missing. The report will include background information on Pachi, his purpose/story, his last whereabouts, interview with experts, and contact information for those who find him (social media campaign introduced).

## ► **Mood/Tone**

- Serious news report but comical because of its authenticity and “serious” tone on a fictional story

## ► **Strategy/why it will have viral appeal**

- It will definitely catch people’s attention when they see a breaking news story and then realize there is a comedic twist. The strategy is to attract participants for the campaign by giving background information on Pachi and what he represents. There is a true sense of urgency from the fact that the Pan Am Games cannot happen without Pachi’s presence. It will be a great campaign for young children especially.

# BREAKING NEWS CREW

## ▶ Actors

- ▶ Anchors: Krystal McHugh & Dany Lopera
- ▶ Field Reporters: Missy Rogez & Mackenzie Brown
- ▶ Waldo (Missing Persons Specialist): Alexander Florio

## ▶ Video Crew

- ▶ Story/Creative Editor: Ben Ihn
  - ▶ Director, Camera & Lighting: Jason Li
  - ▶ Production Manager: Mackenzie Brown
  - ▶ Video Editor: Sharon Stiasny
- 

# STORYBOARD (EST.TIME 3.5 MINUTES)

Scene	Scene Description	Background/setting	Camera Technique	Estimated Time (seconds)
1	Que breaking news music Breaking News appears on screen transitions into next shot of News anchor at desk	Breaking news introduction Newsroom Background	N/A	10 seconds
2	News Anchors introduces the breaking story "Good evening we apologize for interrupting your etc. etc."	Shot on Green Screen Background Newsroom Background	Medium/Close Up Shot	30 seconds
3	Anchor sends it over to live reporter in field at the site of Pachi's last whereabouts	Shot on Green Screen Background In front of the Markham Pan Am Centre	Medium Shot	15 seconds
4	Introduces the story of Pachi, reporter's voice telling the story Old footage of Pachi from community events while reporter tells the story	Various settings as the video will jump from scene to scene of Pachi out in the community, interacting with children playing sports, etc.	Require a wide variety of pictures of Pachi which include: close ups, medium shots, long shots, and extreme long shots	50-55 seconds
6	Back to main Anchors in Newsroom	Shot on Green Screen Background Newsroom Background	Medium/Close Up Shot	10 seconds
5	Another Reporter interviews with Waldo	6th floor Hallways of Seneca Markham Campus	Medium Shot	30 seconds
7	Anchor introduces the campaign to help find Pachi	Shot on Green Screen Background Newsroom Background	Medium/Close Up Shot	15-20 seconds
8	Shows a list of instructions of the Find Pachi Campaign with Anc with Anchor Audio	Picture of the instructions and Pachi	No Shot (Just a picture)	30 seconds
9	Que breaking news music Exit	Breaking News ending Picture of instructions background	N/A	8-10 seconds

# BUDGET LOGISTICS

Item	Details	Total	Source
<b>Production</b>			
Site	Pie in The Sky - Studio 3 379 Donalds Ave, Toronto	\$ 900.00	(Pie in the Sky)
Crew	10 Crew Members - \$15.00/hour	\$ 1,800.00	(ontario ministry of labour)
Equipment	Equipment from Toronto Corporate Production	\$ 10,000.00	(Toronto Corporate Video Production)
Talent	4 Actors - \$17.00/hour	\$ 544.00	(The Star)
Catering	Ida's Kitchen - for 20 people	\$ 190.00	(Ida's Kitchen)
Insurance	2,000,000 policy	\$ 5,000.00	(Front Row Insurance)
Wardrobe	4 Actors - \$17.00/hour	\$1,000.00	(H&M)
Commuting	from Markham Campus to Pie in Sky Studio	\$286.52	*
Hair/Makeup	3 Actors - \$160/person	\$ 480.00	(Blush Pretty)
<b>Post Production</b>			
Video Editing	\$99/hour for 8 hours	\$ 792.00	(Toronto Corporate Video Production)
<b>Advertising</b>			
Facebook	\$250/five days	\$ 1,250.00	(Facebook)
YouTube	\$0.30/20,000 views	\$ 6,000.00	(Penna Powers)
<b>Total</b>		<b>\$ 28,242.52</b>	

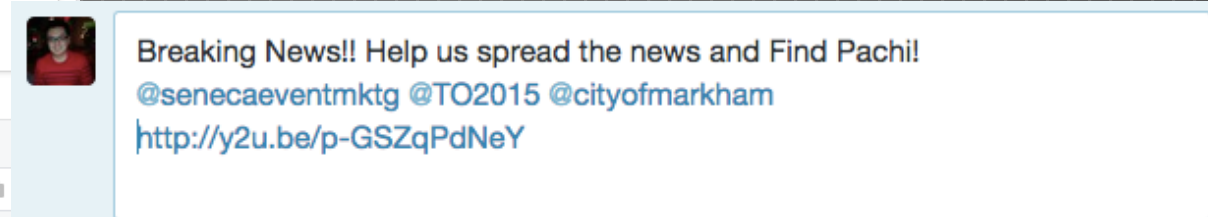
# BUDGET SOURCES

- ▶ Blush Pretty. "Bridal Services." BP. Blush Pretty, 2014. Web. 07 April 2015.
- ▶ Facebook. "Boost Your Post." *Facebook*. Facebook, 2015. Web. 08 April 2015.
- ▶ Front Row Insurance. "Short Term Production Insurance." Front Row Insurance. 2014. Web. 08 April 2015.
- ▶ Ida's Kitchen. "Sandwiches and Wraps." *Ida's Kitchen*. Ida's Kitchen. 2014. Web. 07 April 2015.
- ▶ Ontario Ministry of Labour. "Minimum Wage." Ontario Ministry of Labour. Queens Partner for Ontario, 2015. Web. 08 April 2015.
- ▶ Penna Powers . "How Much do Ads on YouTube Costs." *Penna Powers*. Penna Powers, 2014. Web. 08 April 2014.
- ▶ Pie in the Sky Studios. "Studio 3." *Pie in the Sky Studios*. Wilkens Graphic Design, 2014. Web. 07 April 2015.
- ▶ The Star "Artists Earning." *The Toronto Star*. Toronto Star Newspaper, 03 Jan 2009. Web. 08 April 2015.
- ▶ Toronto Corporate Video Production. "Editing." *Toronto Corporate Video Production*. Jules Design, 2014. Web. 08 April 2015.
- ▶ \*Based on distance from Seneca Markham Campus to Pie in the Sky studio which is 14.5km by car at gas prices of \$1.04/L =  $1.04 * 14.5 = 15.08$  – multiply it by 15 crew members and 4 actors is a total of \$286.52
- ▶ Gas price based on average of April 10, 2015.
- ▶ Toronto Gas Prices. "Lowest Regular Gas Prices." *Toronto Gas Prices*. Gas Buddy, 2015. Web. 10 April 2015.



# DISTRIBUTION STRATEGY

- ▶ Use social media (via Facebook, Twitter and Reddit) to help find Pachi and save the Pan Am/Para Pan Am Games
- ▶ Reach out to friends and followers and have them help spread the video around



# DISTRIBUTION STRATEGY - CURATORS

- ▶ Our curators are mostly hosts/co-hosts from talk shows and news stations in Toronto that have a lot of viewers and fans.
- ▶ Reaching out to them can help our video increase in views and to expand our target audience.
  - ▶ Target Markets
    - ▶ Primary: Children and Youth Between ages 9-15
    - ▶ Everyone Else
  - ▶ Approach them would be through Twitter and Facebook

Website/Show	Contact Name	Title	Email	Twitter	Facebook
<a href="http://www.thesocial.ca/About">http://www.thesocial.ca/About</a> - The Social	Melissa Grelo	Co-Host		@melissagrelo	<a href="https://www.facebook.com/melissagrelofanpage/timeline">https://www.facebook.com/melissagrelofanpage/timeline</a>
<a href="http://www.marilyn.ca/">http://www.marilyn.ca/</a> - The Marilyn Denis Show	Marilyn Denis	Host Anchor/Reporter		@MarilynDenisCTV @nathandowner1	Facebook.com/MarilynDenis
<a href="http://bttoronto.ca/">http://bttoronto.ca/</a> - Breakfast Time Toronto	Kevin Frankish Dina Pugliese	Co-Host Co-Host		@KevinFrankish @DinaPugliese	<a href="https://www.facebook.com/kevin.frankish">https://www.facebook.com/kevin.frankish</a>
<a href="http://www.tsn.ca/talent/jennifer-hedger-1.57267">http://www.tsn.ca/talent/jennifer-hedger-1.57267</a> - TSN	Jennifer Hedger	Co-Host		@jenniferhedger	