

PSA “BUNDLED UP”

2:45

JOSHUA COHEN
HONORS CAPSTONE
SUPPLEMENT-
COMM 516: Producing Environmental and Wildlife Film
Professor Chris Palmer
General University Honors
Spring 2009

My honors capstone was added as a supplement to COMM 516: Producing Environmental and Wildlife Film, with Professor Chris Palmer. The purpose of this class is to learn how to create and develop ideas, how to pitch and how to work with NGO's or other environmental organizations.

In creating a supplement for this class, I decided to put the theory we learned in class into practice. With Professor Palmer's help, I created and developed an idea for two public service announcement (PSA's) for the NGO Conservation International (www.conservation.org). A big part of Conservation International's mission is in curbing global climate change due to deforestation of the world's tropical forests.

I developed a series of PSA's dealing with climate change with the intention of choosing one to actually shoot and hopefully send to Conservation International for their thoughts and feedback. The PSA I chose, called "Bundled Up" dealt with a concept that Conservation International epitomizes in their motto "Lost There, Felt Here". I wrote a script, created storyboards and eventually shot the footage I needed over two days in early April.

I contacted John Martin, the head of the media department at Conservation International to learn more information about their efforts, and to obtain extra, professional footage that I could use in the PSA, as well as the official CI logo, to direct interested viewers back to their website.

Contained in this folder are two scripts, storyboards and the final PSA.

PSA TREATMENT

Joshua Cohen

Climate Change #1

“Bundled Up”

(Narration, voice-over and interviews are in Italics; images are in Roman type.)

A MAN in boxers and a white T-shirt stands before a closet and dries his hair, still wet, with a towel. He tosses the towel aside and opens the closet.

Sunlight steams in from open windows.

Birds chirp and an ice-cream truck is heard outside.

POV: Clothes in closet. He reaches in and removes a short-sleeve Hawaiian shirt.

Cut to:

Man puts on sunglasses and grabs a water bottle. We see that he’s wearing the T-short, shorts, and sandals.

Cut to:

A medium shot follows a girl in a short skirt as she down a path in front of a building. It is a gorgeous, sunny day out and several people wearing warm winter clothes are out and about. The camera stops and lingers in front of a door. The door opens and the Man exits.

A medium shot of the man walking from his door shows that he’s now wearing something different. He’s dressed in jeans, sneakers, and a long-sleeve T shirt. His sunglasses are still on and he stretches for a jog.

He warms up, sees a girl in a short skirt jogging by and starts to jog, falling in line with her stride. He shoots her a smile.

Cut to:

Nature sounds

A path in the woods. It is still a beautiful day out and the girl in the skirt is jogging alone, as the camera follows her.

The Man enters into the frame, still in sunglasses but now wearing Jeans, shoes, a jacket and a winter hat. He jogs slowly and tries to catch up with the girl but can’t keep up. He gives a pitiful smile and a feeble wave and stops jogging.

In a close up, he stops and bends over, catching his breath. Until he leaves frame and stands back up...

... He enters the frame again. Once again, his clothing has changed. He's dressed in snow pants, boots, a heavy winter jacket and a hat.

Close up of the sun, bright, yellow.

The Man looks around and fans himself.

Close up: he reaches for his bottle of water but when he brings it up to his mouth, he's wearing gloves and the bottle hits a scarf he's now wearing, spilling water down the front. He moves the scarf out of the way clumsily with his gloves and chugs water.

In a wide shot, two more pretty girls jog by. The man puts his water down and jogs after them, moving incredibly slowly in his winter garb. He trips over himself and falls flat on his face.

CUT TO BLACK

Narrator: Feeling warmer? Climate change is affecting us more than you think.

One element of climate change is deforestation, and the burning and clearing of tropical forests.

Images and video of tropical forests being slashed and burned.

In fact, deforestation accounts for approximately 20 percent of global carbon dioxide emissions – more than all the world's cars, trucks, trains and planes combined.

Scientists warn that failure to halt deforestation means global temperatures will rise to dangerous levels no matter what other steps are taken to combat climate change

CI logo.

Join Conservation International in helping to stem global climate change. Every bit helps. In fact, you can protect an acre of forest yourself for as little as fifteen dollars.

Visit www.conservation.org to find out more.

Cut to:

Wide shot of Man, ridiculously bundled up like the kid from a Christmas story, holding an ice cream cone to his face. He tries to put it in his mouth but the ice cream falls off and splats on the pavement. He looks sadly at the camera.

Cut to:

Black screen with www.conservation.org and the slogan "Lost there, felt here"

Climate Change #2
“Wonderland”

(Narration, voice-over and interviews are in Italics; images are in Roman type.)

A GIRL walks through her room, tearing through drawers. She pulls out clothes and flings them out into the room. We see hats, gloves, scarves and boots fly by the camera.

The Girl re-enters the frame, bundled up in full winter gear. She put on a backpack and adjusts her Ugg boots. The Girl grabs one last thing and stuffs it into her pocket and heads out the door.

Christmas-type music plays

She exits her building into blinding sunlight. It is a beautiful day in what looks like summer. The grass is green and trees are filled with birds.

She looks down and adjusts the zipper on her jacket as an old married couple, similarly dressed in winter gear walks past.

The girl heads off in one direction and we, as the camera, follow the married couple. They hold hands, both wearing large gloves and admire the birds in the trees.

A young boy runs past, dressed also in a large jacket, scarf and hat and the camera follows him. He runs through some bushes and into a field where there are many more children. The boy reaches down, scoops up a mud ball and throws it at a girl across from him, smiling. The mud ball hits her and she looks up and laughs, reaching down to form her own ball of mud.

The camera continues past several children lying on the ground in the mud moving their arms back and forth as if they were making snow angels.

The camera finally cuts and we see a montage of different people and activities around the town, including:

A woman wearing ice-skates tentatively dips her feet into a warm lake.

A woman pours hot chocolate for her children.

A grumpy man climbs into his truck that has been outfitted with a plow.

Finally, the camera cuts back to the original girl, who is picking out a Christmas tree from a lot. She smiles and hands money over to the salesman.

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"BUNDLED UP"

INT. APARTMENT



cu open dresser.
Hand enters

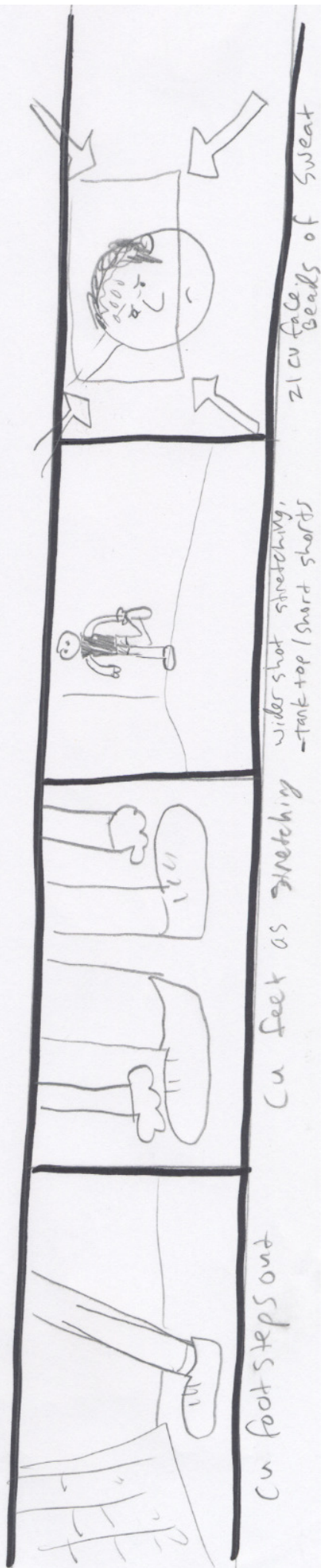
Slight zo, follow
hand as pulls out
shirt

Cut to: back of
head, pulling clothes
from closet
Pan w/ him



QUICK CUTS
cu Montage - pulling
clothes/shoes

cu DOOR OPENING
OUTSIDE



cu foot steps out

cu feet as stretching

wider shot stretching,
-tank top / short shorts

21 cu face of sweat

"BUNDLED UP"

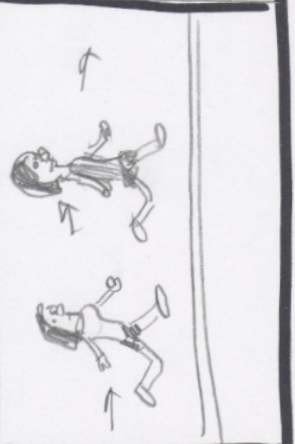
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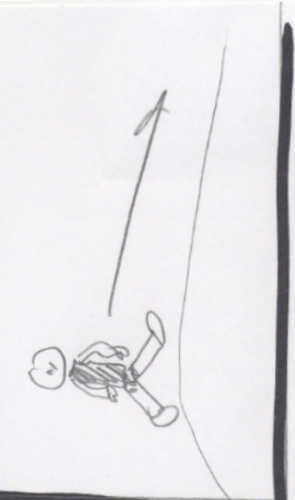
Pov shot: bright sun over knee hills



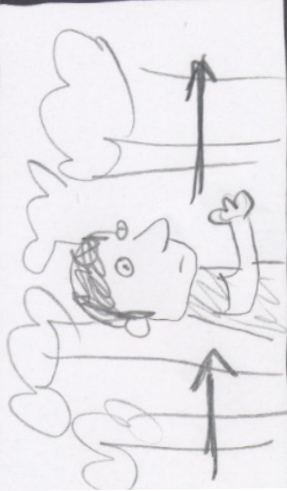
Cu: wipe away sweat



Pov shot: 2 girls jog by



wide - starts to jog



Follow along as he jogs



jogs into screen / off screen



jogs back onto screen - Basketball shorts / T-shirt



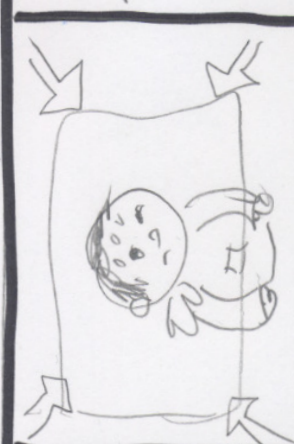
Follow along. See new clothes.



Cu feet / shorts running thru



wide / runs into screen / bundled jeans - Hooded jeans












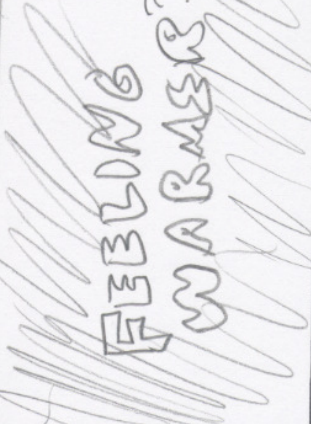
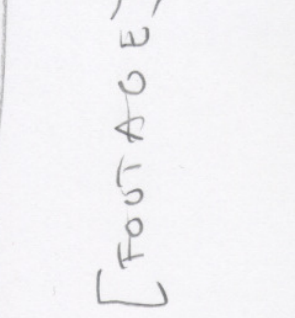
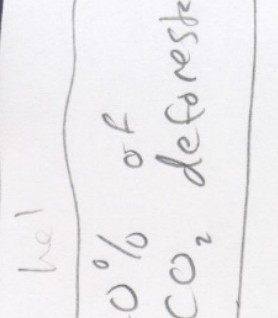
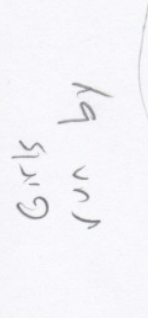
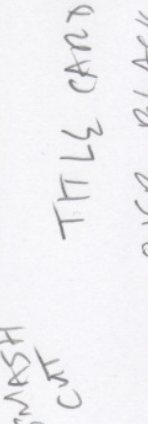
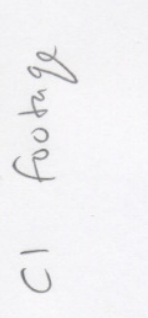
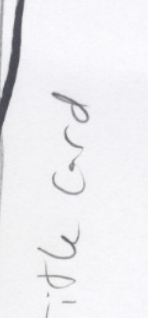
Cu / leaving over for air



Pov shot Sun [Red Filter]

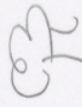

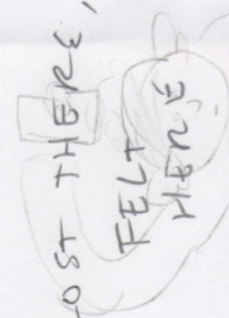
"BUNDLED UP"

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<p>Med. Cu. → sweating drinks water bottle</p>	<p>Guy in BG. Girls run by in FG</p>	<p>Med Cu. Follow as Gags</p>	<p>Med. Cu. Leaning against tree. - Heavy jacket</p>
			
<p>Guy in FG when he comes out from under tree, wearing gloves</p>	<p>Follow as gags. Tears off hat/sweat</p>	<p>with hat/sweat/gloves/jacket/boots</p>	<p>Continuing Falls over face first</p>
			
<p>Girls run by continuing</p>	<p>FEELING WARMER?</p>	<p>[FOOTAGE]</p>	<p>20% of CO₂ deforestation.</p>
			
<p>Smash cut</p>	<p>TITLE CARD OVER BLACK</p>	<p>CI footage</p>	<p>Title card</p>

"BUNDLED UP"

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<p>[Footage]</p>	<p>visit Conservation.org</p> 		<p>LOST THERE, FELT HENGE</p> 
<p>more CI footage</p>	<p>CI LOGO</p>	<p>cur: wide, dumps w/ w or head</p>	<p>Title Card</p>