

ETOWN PROMO VIDEO

J. J. Wunderlich

12/12/17

TABLE OF CONTENTS

TREATMENT.....	1
Script	2

Elizabethtown College Promotional Video Treatment

Visit Elizabethtown College through the eyes of a new college student who is thinking about continuing their education. This video aims to sell the idea that Etown College is a prime choice for anyone ages sixteen to twenty-five looking to further their education for service.

Objectives:

- *Highlight the selling points of Elizabethtown College to encourage future students to consider the school as a choice for getting their degree.*
- *Highlight benefits of a local, small-town school.*
- *Show at least 3 different types of degree programs that are available at the college.*
- *Show students in their day to day life from the perspective of a college student.*
- *Produce a professional looking video that represents the views of the college.*

Target Audience:

Age: 16-25

Gender: Female

Ethnicity: Caucasian & African American

Occupation: Students

Income: \$0-25,000

Education: High school graduate or higher

Description:

Video will run 2:30 minutes not including credits. The ‘hook’ of the video will be the host, Joseph Wunderlich, doing his thing. Music and dancing in unusual places will bring the humor.

All recordings will be taken on campus.

Equipment:

Nikon D3300, iPhone 7, 62” Qingzhuangshidai tripod.

Etown Promotional Video	JJW	12/12/17
-------------------------	-----	----------

TRT: 2:48

<p>(FULLSCREEN "Etown College")</p> <p>MS of TALENT in conference room</p> <p>LS of outdoor sitting area next to BSC from window</p> <p>MS of girl playing piano in piano room</p> <p>MS handicap walking out front door of Zug</p> <p>CU pan camera 180 degrees to NARRATOR</p> <p>LS of dancers on stage in Leffler Chappel</p> <p>LS outside at night, snow falling</p> <p>MLS indoors Master Center lobby</p> <p>MS of new Bowers Center Sign</p> <p>LS looking down at BSC sitting area from F2</p> <p style="text-align: center;">END INTRO</p>	<p>(FADE IN SONG1)</p> <p>TALENT: Hello, and welcome to Elizabethtown College, a small liberal arts college in the heart of Elizabethtown, PA.</p> <p>(FADE OUT SONG1, FADE IN SONG2)</p> <p>TALENT: ...And today, I'll be your host, Joseph Wunderlich.</p> <p>(FADE OUT SONG2, FADE IN SONG3)</p> <p style="text-align: center;">END INTRO</p>
<p style="text-align: center;">BEGIN ACT1</p> <p>MS of TALENT in BSC sitting area</p> <p>LS inside Thomson GYM basketball court</p> <p>LS Masters Center</p> <p>CU of bulletin board</p> <p>MCU of Solar panels outside Masters Center</p> <p>LS inside BSC study abroad office lobby</p>	<p style="text-align: center;">BEGIN ACT1</p> <p>TALENT: Elizabethtown College offers a variety of college degrees, in communications, business, and mathematics.</p>

CU of bulletin board again	
MLS upshot pan across BSC cafeteria sitting area from lobby	
LS outside of Steinman entrance	
LS of group1 dancing inside Leffler Chappel	
LS group2 tapdancing	
LS group3 ballroom dancing	
LS pan down inside BSC lobby on mezzanine	
MLS HOST dancing in front of BSC porch	
MS of extra1 messing around (B-REEL from Hotel Cali video)	
MLS of extra2 in tree playing guitar (B-REEL from Hotel Cali video)	(FADE OUT SONG3, FADE IN SONG4)
XLS of extra2 in tree playing guitar in tree (B-REEL from Hotel Cali video)	
MCU of extra1 playing guitar near lake (B-REEL from Hotel Cali video)	
(FULLSCREEN "Etown is a place to find your soul mate.")	
(FULLSCREEN pic1 of HOST holding cat)	
(ZOOM in on cat's face in pic1)	
MLS of cashier in Blue Bean Cafe	(FADE OUT SONG4)
LS of dancers on stage in Leffler Chapel	(FADE IN SONG1)
(ROLL CREDITS)	(FADE OUT AUDIO)