

Pre-Production Planning Document (MINI DOC)

GENERAL INFO

1. **Your Name:** Marcus Millan and Bret Schneider
2. **PROJECT:** Mini Documentary/Biography/News Package

CREATIVE BRIEF

1. What must it be? **A short documentary**
2. Who is it for? **WubbaNub**
3. How long must it be? **5-10 minutes**
4. What is your objective with the piece? **To show the backstory of how WubbaNub was created along with how they run things today**
5. When is it due? **November 21st**
6. What is the overall idea? **Pursuing even the smallest idea can lead to something bigger than you imagine**
7. What is the storyline summary? **We show before the company, the night the product was created, growing the company, and then modern day (possibly the future).**
8. Elevator pitch: **A mom turns a product for her family into a global brand.**
9. Tagline: **For a mom, being a CEO is easy**
10. Look and feel description (including "pacing"): **Heartwarming, engaging, slow pace**

QUESTIONS / NOTES

SUBJECT:

1. Why did you choose this story? **Personal story that has never been shared like this**
2. Story ideas: **Before the company, the night the product was created, growing the company, modern day, the future**

NARRATION/HOST:

3. Who will lead us through the piece? **Either Carla Schneider (creator of the company), or Bret**
4. Narration ideas: **Bret starts the piece referring to Carla in the third person, ends by saying he was the baby who inspired it all, Carla walks us through the whole thing**

INTERVIEWS:

1. Who will you interview? **Carla Schneider (creator), Bret Schneider (husband), Alaina Schneider (sister of Bret), Elaine Schneider (grandma of Bret), Sandy (worker)**
2. Why is this person important to the piece? **Bret and Elaine helped build and support the creation, Alaina was a fly on the wall, can comment on her motherhood, Sandy can attribute to the family values of the company**
3. What questions will you ask? **What were you doing before the company?, when did the idea first come?, when did you first have your epiphany about his possibly being a bigger company?, how were you able to balance the beginning of the company with your motherhood?, any other jobs at the time?, when did you quit and decide to go all in?, favorite story a customer has sent in?**

B-Roll:

1. What b-roll visuals will be important to convey the story? Keep in mind you should show what the interviewees are talking about. **Photos from the company's beginnings, workers working, possibly recreate some events**
2. Any still images or charts or graphics? **No**
3. Is the nat sound of the environment important? If so, be sure to record it properly. **No**
4. B-roll ideas: **Photos from the company's beginnings, workers working, possibly recreate some events**

MUSIC:

1. What is overall "mood" and "feel" of the piece? **Some portions of somber, some upbeat, some of reflection/loss**
2. Music track ideas: **Royalty free somber, upbeat music**

PERMISSIONS:

1. Am I allowed to film here? Do I need permission and/or a permit? **No, but can easily be gotten**
2. Will any people be in my shots? Do I need permission and/or release forms? **Yes, for the workers**

GENERAL:

1. What gear do I need to pack and bring with me for the shoot? Film gear, sunscreen, water, etc.
Camera, lights, tripod, mics, headphones, scripts, release forms, card readers, sandbags
2. How will I transport everything and keep it safe? **Bags**
3. Are there any potential hazards or complications at this location? **No**

SCRIPT

Name: Marcus Millan and Bret Schneider

Title: WubbaNub Mini Doc

<u>VIDEO</u>	<u>AUDIO</u>
MS and CUs for interviews Ken Burns movement on still images WS establishing offices MS of Carla talking to her workers CUs of Carla doing desk work and workers typing	Bret most likely narrating over any non-interview part Mostly covered in appropriate music Interview audio over lowered music Typing sound effects Office ambience Sound effects to match stories (baby noises, sewing machines, etc.) Workers talking to each other