

# Fast. Flowing Water

## COMMERCIAL SCRIPT CONTEST



### Remember me, Adam "D"

"On August 25, 2007, Adam was fishing on the shores of Junction Creek with a friend. Adam slipped and fell into the creek and wasn't able to get back out because of the depth of the water. Water levels were high due to heavy rainfall. It's never safe to play by the creek."

## RULES AND GUIDELINES

### ENTRY INFORMATION

The enclosed information gets your class ready to participate in the Fast Flowing Water Commercial Script Contest. The following guidelines are important to keep in mind for submitting your class idea. Please read carefully.

For background information, lessons and activities pertaining to your grade level, please reference the Fast Flowing Water Curriculum binder and CD-Rom in your school. For passwords and access to the full curriculum online, please contact andryanna@petrynaadvertising.com

If there are any questions, please contact Andryanna Gonko at 705-522-5455, x 205 (andryanna@petrynaadvertising.com).

### COMMERCIAL SCRIPT CONTEST – GRADES 4 TO 8

This is a classroom group assignment, where you and group(s) of up to 5 students will work together to develop ideas for a fast flowing water safety commercial. If your script is selected by our judging panel, a professional crew will come to your school to shoot an official commercial with all of the students in your class, following your idea submission.

### SUBMISSION CRITERIA

The purpose of this contest is to spread the message that fast flowing water, though hard to resist, poses a real danger. In this contest we are asking classes to present a commercial idea showing their understanding of the dangers of fast flowing water and how to stay safe around these waterways.

Entry is open to classrooms in grades four to eight from all schools within the City of Greater Sudbury. It is the decision of the principal of each school as to whether the school will participate. It is an objective of the contest to encompass all schools within the City of Greater Sudbury.

### TECHNICAL REQUIREMENTS

All commercial ideas must be submitted in the form of a script with storyboard (see script/storyboard template and script writing guidelines). Scripts are limited to 30 seconds and must provide the details required to put the commercial together. This may include characters, sound effects, music, and/or narration. Scripts with lines and descriptions of what will appear on screen are required.

Use of copyrighted material must not be included (music, characters, etc.). All ideas must stick to the theme of safety around fast moving water.

### DEADLINE THURSDAY, MAY 5, 2016

All commercial script submissions and completed entry forms are to be delivered to your school board head office. It is up to each individual school to ensure that the submissions are at the school board office no later than 4:00 p.m. on Thursday, May 5<sup>th</sup>, 2016.

### SELECTION PROCESS

All submissions must meet the noted criteria and technical requirements.

The scripts will be judged by a jury consisting of community leaders and film experts. The jury will assess the scripts and select one winning script and one runner-up based on originality (25%) expression of designated subject (50%) quality of script writing (25%).

### PRIZES

Prizes will be awarded as follows:

**FIRST PLACE SCRIPT CONTEST WINNER (1):** One First Place Script will be selected. The winning script author(s) (group of 1 - 5 students) will be awarded one (1) \$500 Best Buy gift card.

**RUNNER UP:** One Second Place 'Runner Up' Script will be selected. The winning script author(s) (group of 1 - 5 students) will be awarded one (1) \$250 Best Buy gift card.

**SCHOOL GRAND PRIZE (1):** The school of the group that wins First Place in the script contest will be awarded one (1) \$1,000 Best Buy gift card. And a professional crew will go to the school to shoot an official commercial with the winning group and all of the students in their class, following their idea submission. The class will be invited to the pizza-party news conference for a first look at the commercial and will also be invited to the official public screening at Cinéfest in September 2016.

Greater Sudbury, Conservation Sudbury and its designees reserve the right to make final determinations regarding any issues not currently incorporated into this document.

The contest is open to students from Grades 4 to 8 in the City of Greater Sudbury. Only classes from participating schools are eligible to win.

Children of employees of the City of Greater Sudbury, Greater Sudbury Police Services, Petryna Advertising and Conservation Sudbury or their immediate families are not eligible.

Contest winners must be 14 years of age or younger.

Prizes are not redeemable in cash and must be accepted as awarded. Decisions of the contest judges are final – no substitutions will be available.

In accepting the prize, the winner acknowledges that Conservation Sudbury, Petryna Advertising or any sponsors may not be held liable for any loss, damages or injury associated with accepting or using this prize. This contest is subject to all federal, provincial and municipal laws.

# Fast. Flowing Water

## COMMERCIAL SCRIPT CONTEST ENTRY FORM



### Remember me, Adam "D"

"On August 25, 2007, Adam was fishing on the shores of Junction Creek with a friend. Adam slipped and fell into the creek and wasn't able to get back out because of the depth of the water. Water levels were high due to heavy rainfall. It's never safe to play by the creek."

(Please type or print clearly)

Script Title: \_\_\_\_\_

Name of Teacher/Primary Contact: \_\_\_\_\_

Names of students (groups of 1 - 5): \_\_\_\_\_

Name of School: \_\_\_\_\_

Address of School: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

Grade of Student Participants:      4      5      6      7      8

I hereby certify that this is my original script and that it is not a copy of published works, existing commercial, or other materials protected by copyright laws. I understand that the City of Greater Sudbury and other sponsors are not responsible for loss or damage to my submission. I grant exclusive right to the City of Greater Sudbury and its designees to utilize my script for production and promotional purposes and to broadcast and screen the resulting final PSA commercial. I agree that my script may be used, altered, or published as they see fit without compensation to me. I also grant the City of Greater Sudbury the right to release the name of my school, grade level and the name of the teacher/primary contact in promoting the winners of this contest.

Signature of Teacher/Primary Contact: \_\_\_\_\_

Date: \_\_\_\_\_

NOTE: PLEASE MAKE SURE THAT THE GRADE OF STUDENT PARTICIPANTS AND ALL INSTITUTIONAL CONTACT DETAILS ARE LISTED ON THE BACK OF THE SCRIPT STORYBOARD.

DEADLINE: All finalist entries, including labeled artwork and completed entry form, must be received at the school board head office no later than 4 p.m., Thursday, May 5<sup>th</sup>, 2016.

For more information, please contact Andryanna Gonko at: 522-5455 ext. 205 (andryanna@petrynaadvertising.com).

# Fast Flowing Water

## COMMERCIAL SCRIPT CONTEST



### Remember me, Adam "D"

"On August 25, 2007, Adam was fishing on the shores of Junction Creek with a friend. Adam slipped and fell into the creek and wasn't able to get back out because of the depth of the water. Water levels were high due to heavy rainfall. It's never safe to play by the creek."

## PREPARING YOUR SCRIPT

Before you begin your group project, here is some information that will help you to develop your original idea into a production ready commercial script.

### What is a Public Service Announcement (PSA)?

A PSA is a brief TV message that informs or educates the general public for the greater good of the community. PSAs often feature a role model or spokesperson. Can you think of a PSA that you have seen on TV?

### Instructions

Work in groups with the help of your teacher to create an original script with storyboard for a 30-second PSA commercial that focuses on the dangers of fast flowing water and how to stay safe around these waterways.

### PART ONE - Review Water Safety Tips

Before you begin, take the time to review water safety tips with your teacher. Please reference the Fast Flowing Water Curriculum binder and CD-Rom in your school for background information, lessons and activities pertaining to your grade level, that should give you all the water safety information you need to develop your script.

### PART TWO - Group Discussion

What could the main message of your PSA be about? Brainstorm. Come up with as many ideas as possible!

Who is the target audience for this PSA? What specific message are you going to pass along to your audience?

Decide. What will be the main message of your PSA? What affect could it have on that audience?

Who will speak in your PSA? What type of person/ role model will your target audience listen to? Why?

### PART THREE - The Planning Process

#### Important points to remember for your PSA:

Your goal is to create a script for a PSA commercial that will be no longer than 30 seconds. Practice reading it out loud at a comfortable pace. Edit it until it is 30 seconds long.

Give your audience something to remember at the very end of your PSA! Your PSA message must be well written with a clear beginning, middle and end.

**Do not include any copyrighted material (music, characters, photos, etc.).**

The main message of this PSA is...

---

---

---

The target audience will be...

---

---

---

Keeping your target audience in mind, complete the following statement to determine the main point or theme of your storyboard: After viewing our PSA we want our audience to understand or feel...

---

---

---

Now that you've chosen your audience and stated your main point, consider the following. In order to draw the audience in, your PSA needs an attention-getter. Our attention-getter is:

---

---

---

Select appropriate visuals, actors or photos to match your main idea:

VISUALS:

---

---

---

ACTORS:

---

---

---

PHOTOS:

---

---

---

List the sounds, sound effects and style of music you will use to enhance your message:

---

---

---

# Fast Flowing Water



**COMMERCIAL SCRIPT CONTEST**

## PREPARING YOUR SCRIPT

### PART FOUR - PSA Storyboard Activity

Now, create a storyboard for your PSA script using duplicates of this worksheet. Use the boxes from left to right, to draw scene by scene what we will see. And use the area below to describe what we are seeing and hearing in the scene depicted above.

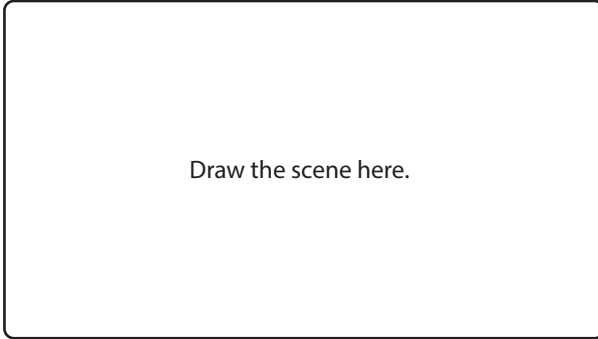
Page \_\_\_\_ of \_\_\_\_

Script Title: \_\_\_\_\_

\_\_\_\_\_

Multiple sheets can be used if the idea doesn't work in six frames, but be mindful of the 30 second timeframe.

#### EXAMPLE:



DESCRIPTION: Close up on a girl's hand as she reaches for a ball in the fast flowing water stream.

SOUND: Running water and tension building musical chords

VOICE: Girl #1: "I'll get it."

Girl #2: "No stop! It's too dangerous."



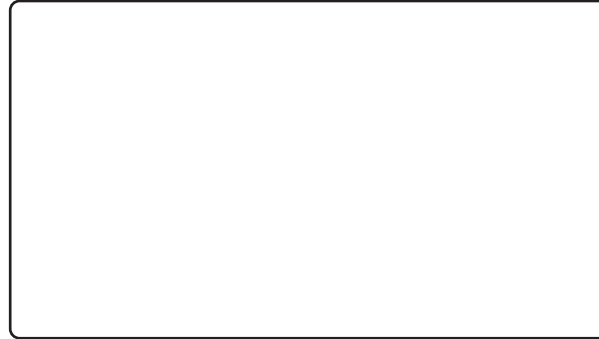
DESCRIPTION: \_\_\_\_\_

SOUND: \_\_\_\_\_

VOICE: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



DESCRIPTION: \_\_\_\_\_

SOUND: \_\_\_\_\_

VOICE: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



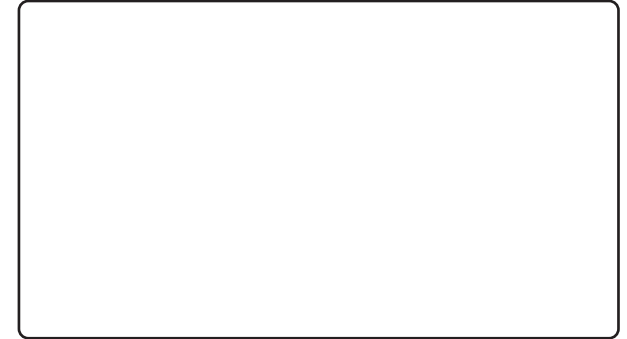
DESCRIPTION: \_\_\_\_\_

SOUND: \_\_\_\_\_

VOICE: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



DESCRIPTION: \_\_\_\_\_

SOUND: \_\_\_\_\_

VOICE: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



DESCRIPTION: \_\_\_\_\_

SOUND: \_\_\_\_\_

VOICE: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_