

PROPOSAL & PRELIMINARY VIDEO TREATMENT

Prepared for:

La Paloma Family Services

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BACKGROUND

Childhood can be pretty tough, even with the support of a loving family. But when that family life is filled with neglectful or abusive parents, alcohol and drugs, mental health issues and more, childhood can be a nightmare that leaves kids filled with anger, low self-esteem and despair – and puts them on a path toward self destructive and criminal behavior.

These are the kids – Tucson’s kids – that La Paloma Family Services has been helping for twenty-six years. Thanks to La Paloma, kids learn how to take effective control of their lives and become happy, productive and successful individuals.

La Paloma operates eight foster care group homes for troubled youth and a group home for pregnant teens, teen mothers and their babies. La Paloma also supervises over one hundred foster families. The agency will soon break ground for an exciting new project: a Foster Care Resource Center, a collaborative effort between La Paloma, the University of Arizona, Pima Community College and the Mayor’s Office.

La Paloma receives 98% to 99% of its annual funding from the state of Arizona. Fundraising accounts for the rest – and the agency’s biggest fundraiser is the annual “Boot Scootin’ for Kids” event. In addition to food, entertainment, auctions and fun, this year’s “Boot Scootin’ for Kids” will feature the premiere of La Paloma’s new image video.

The video will show what La Paloma does, explain the reasons for its success, underline the importance of its ongoing mission and end with a call to action for help in the form of money, volunteers (foster parents) and/or connections that may foster La Paloma’s efforts.

The primary audience for the video will be adults who support or are potential supporters of La Paloma. After the “Boot Scootin’” showing, the video will be streamed from the agency’s Web site and used in other ways to support La Paloma’s strategic communications effort.

OBJECTIVES

The primary goal of the video is to show how La Paloma's unique relationship and community-centered approach helps kids and neighborhoods grow and prosper.

After seeing the video, the audience will:

- Understand how La Paloma helps kids take effective control of their lives
- Appreciate La Paloma's unique approach of neighborhood involvement
- Realize that the kids helped by La Paloma are the community's kids – and that their health and well-being are crucial to a healthy community
- Feel an emotional attachment to La Paloma's mission
- Want to help La Paloma continue its mission

STRATEGIES

Building relationships – and the healing that comes through those relationships – is at the core of the La Paloma story. Our three to five minute image video will showcase those relationships and evoke the emotions associated with them, using a variety of elements:

- **Interviews and testimonials** from La Paloma staff, clients and neighborhood representatives will tell the agency's story from a variety of viewpoints.
- **Client letters** will add an emotional impact to the video.
- **Character narration** (or the voices of actual clients) can be used to bring those client letters to life.
- **Location b-roll** will show activities in group and foster homes, the Amphi Community Center and perhaps the La Paloma office. (Since privacy issues are involved, we may need to use stand-ins for scenes where foster care children are required.)
- **Voiceover narration** will lead us through the video and emphasize key points.
- **Photographs** may be used to illustrate La Paloma activities, clients, staff, etc.
- **Publications** featuring La Paloma will show how the press is recognizing the agency's efforts.
- **On screen text** can be used to support particular points made during the narration, as well to identify locations and interview subjects.
- **Music and natural sound** will lend emotional texture to the video.
- **The La Paloma logo** (either animated or not) will appear during the opening and closing of the video.
- **Architectural renderings** can be used to preview the new Foster Care Resource Center.

CREATIVE APPROACH

Our approach is designed to tug at heartstrings, tell the La Paloma story and invite the audience to become a part of that story. Here is a brief description of how the opening of the video might look and sound:

We begin in black.

Bittersweet music begins.

We fade into a shot of a young child and an adult from CPS. We follow them from behind as they walk up a path towards a La Paloma group home. The shot is either in black and white or very faded color – and perhaps runs in slow motion.

NARRATOR

They come to us everyday –

The child, clearly downcast, is warmly greeted by the group home leader.

Tucson's children. Their spirits and bodies battered
and beaten –

A shy child meets his/her foster parent.

NARRATOR

Their futures unsure and uncertain.

A teen mom learns to care for her baby. We transition to full color.

NARRATOR

Here, they find a nurturing place. Where hope is
reborn –

A child receives a hug.

NARRATOR

Where we help them to heal –

A foster parent helps a child with his/her homework.

NARRATOR

Where we challenge them to take effective control of
their lives.

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The La Paloma Family Services logo fills the screen.

NARRATOR

We're La Paloma Family Services – and this is our story.

The opening music swells and fades.

We transition into the body of the video.

SUGGESTED TIME LINE

Here is a possible time line outlining project events and responsibilities:

DATE	EVENT	PENDER PROD.	LA PALOMA
7/18	Proposal submitted	X	
7/28	Proposal accepted and/or revised, letter of agreement signed, project begins		X
7/28-8/11	Plan shoot (scout locations, schedule interviews, schedule talent, etc.)	X	X
8/14-8/18	Shoot <u>no later</u> than during this week	X	X
8/28	Editing script due	X	
9/1	Editing script approved/revised		X
9/15	Edited video due	X	
9/20	Approval/revisions of edited video due		X
9/27	Final video delivered	X	