

Action Plan
Video: “Opportunity Looks Like This”
Krysilis
JoyMark ! Communications
April 2007 (rev. June 2007)

- Objectives:**
- To present Krysilis as an organization that enhances communities by providing integrated support services to persons with disabilities.
 - To show the diverse ways that Krysilis supports individuals with intellectual and developmental disabilities in both residential and community settings.
 - To convey Krysilis’ commitment to help individuals celebrate life while providing services considered life essentials (i.e., food, clothing, shelter, healthcare).
 - To inform viewers of Krysilis’ 501(c)(3) status and a need to seek funding for life-enhancing services (i.e., social outings, community experiences, home enrichments, enhanced therapies, items that facilitate work accommodations).
 - To motivate viewers to request information about ways to support Krysilis financially.
- Audience(s):**
- Primary:*
 - Financial supporters
 - (i.e., age ~ 50+ / “boomer” generation / predominately female-nurturing motivation, male-paternal motivation)
 - Family members or guardians of persons receiving Krysilis services (i.e., siblings/spouses, etc.)
 - Secondary:* Employees (Forest City, Belmont/Clarion, Nevada)
- Thesis:** Financial support to Krysilis directly translates into opportunities for enhanced living on behalf of those who receive support.
- Visual Theme:** The face of opportunity

Approach – “A Day at Krysilis.” Scenes chosen to represent the variety of places those who receive services can be found. Images begin at the start of a day and progress throughout a full day. Shots will emphasize faces and interactions that occur. Focus will be on individuals who are receiving services and how they receive “hand over hand” guidance or vocal prompts to move through the day as independently as possible. Staff serve as a background visual or the element that facilitates the interaction (secondary focus). Primary focus is on the positive expressions of those who receive services and, occasionally, the positive of expressions of those interacting with them (e.g., staff, business liaison, family, etc.).

Content:

- I. Introduction
 - A. Logo – ECU, pull out to full logogram
 - B. Montage of slo-mo exteriors of Krysilis locations
 - i. Forest City
 - ii. Clarion
 - iii. Nevada
 - C. Dark screen, transforms to Midwest sunrise
- II. Home Services/ICF focus (Forest City-Kelly’s Court)
 - A. Alarm/Lights Up/Enter Doorway
 - B. Make up assistance
 - C. Preparing breakfast, eating together
 - D. Donning coat, getting ready to leave
 - E. Leaving through accessible entrance
- III. Day Center Services/ICF focus (Clarion)
 - A. Transportation-Public Access
 - B. Therapies
 - C. Crafts
 - D. Pre-Vocational/Day Habilitation

- IV. Vocation Services/SCL focus (Nevada)
 - A. Apartment door –staff knock: “Ready for work?”
 - B. VAC (location?)
 - C. Community business (golf course, pizza box place)
 - D. Using a device that allows accommodation

- V. Social/Recreational Services/SCL focus (Clarion)
 - A. Shopping groceries / see list in hand
 - B. Shopping retail / see money exchanged at register
 - C. Bowling / see thrill of activity
 - D. Picnic (by pond?) / see enjoyment of outdoors
 - E. Volunteerism / see walking dogs for Humane Society
 - F. Arrive home as parents depart front door (respite)

- VI. Home/ICF focus (Forest City)
 - A. Living enrichments/Computer Game
(script alludes to internet also)
 - B. Sensory room
 - C. Lights out / door closes on bedroom
 - D. Documentation (staff focus, writing w/o seeing words)

- VII. Financial “ask”/Contact information
 - A. List ways to contribute
 - B. www.krysilis.org / 641-585-5450

Treatment:

(I.) Music begins as fade from black to an ECU of Krysilis logo. Pull out to a wide shot of the logogram, then slo-montage of Krysilis exteriors superimposed one on another as VO introduction plays under. (Krysilis locations in central Iowa.) Last image fades to black and then up on a Midwest (country) sunrise.

(II.) Music change. Cut to CU alarm time in a darkened room. Pull out to LS while panning to door being opened by staff who enters and awakens individual. Staff turns on lights. CU individual smiling, but tired. Cut to dressing/makeup area. Est. shot. MS of staff and individual choosing makeup then applying. ECU of face with makeup. CU of happy smile while looking in mirror. Cut to est. preparing breakfast. Series of MS of food preparation. Dissolve to table of people eating. CUs of faces (between bites). Dissolve to table being cleared. Dissolve to walking to door. Cut to putting on coat. Cut to LS Kelly's Court exterior with accessible door opening as individuals and staff walk out and to accessible transportation.

(III.) VO acknowledges all types of transportation (NIACOG, vans, self-transport) while seeing MS (est.) which pulls out from van door to individuals being assisted into public access vehicle. Dissolve to shot of van pulling away. Dissolve to shot of same individual that entered van receiving therapy (OT?) or working on a craft activity. Depending on which is seen first, cut next to other images. (Each has its own series of LS, MS, CUs) with focus on expressions of enjoyment or interactions with staff. Cut to a different individual engaged in a pre-vocational activity (series of LS, MS, CUs).

(IV.) Music change. VO discusses pre-vocational and vocational services for those who live in Krysilis-managed homes or in a private housing arrangement. Cut to an est. LS of an apartment door with staff walking into the frame to knock on the door. Door opens. Cut to MS of individual opening the door and smiling to staff. Dissolve to a variety of shots, many faces at VAC. Be sure to include shots using a device that allows for accommodation of a task. Dissolve to a series of shots showing exteriors of local business where Krysilis individuals work. After last exterior, cut to MS inside that establishment to show the work being done using CU cuts.

(V.) Dissolve to ext. of grocery store as VO stresses the value of independent access to community resources many take for granted. Cut to MS of individual and staff in aisle looking over grocery list. Cut to ECU of grocery list. Cut to MS of choosing something from shelf and placing into the cart. Dissolve to a MS of another cart at a retail store with hand lifting an object out and handing it to person at a cash register. Cut to LS of cash register exchange. Cut to CU of money in hand. Cut to face of cashier looking at individuals. Cut to ECU of face of individual looking very excited (actually at bowling). Pull out to see new location. Cut to CU of ball hitting pins (strike). Cut to MS of group cheering or excited POV up lane from where pins are. VO talks about recreational and social opportunities. Dissolve to est. of picnic area after food has been eaten, relaxation time. Cut to a series of shots (mix of MS & CU of picnic games: Frisbee, lawn darts?, sitting in lawn chairs). See someone walking a dog enter the frame. Zoom to CU of dog. Cut to ext. est. of Humane Society. LS of door opening with individuals coming out with dogs on leashes. Cut to MS of individual walking dog. Cut to CU of dog/individual petting dog. Dissolve to ext. LS of a home belonging to a family of a person receiving services from Krysilis. See parents in yard (on porch) looking toward drive as a van pulls

in. Cut to MS of individual exiting van with respite worker nearby. Cut to parents walking toward individual. Cut to MS of greeting. Cut to LS of interactive discussion between parents, respite worker, and individual, widen as parents cross to car in drive and respite and individuals wave good-bye.

(VI.) Music change as dissolve to an est. LS of a Krysilis-managed home, and then cut to LS of its community living area filled with people playing video games, etc. VO discusses importance of helping individuals maintain family ties as Krysilis becomes their home. Cut to mix of MS & CUs of faces of people while sharing how Krysilis helps make a house a home. State how uniquely equipped for specialized needs like sensory room, area for therapies, etc. Cut to person in sensory room with colored lighting and head phones on. Series of CUs of sensory equipment and face of person enjoying the effects. Zoom in on moving colored light, then dissolve to an ECU of a light in a bedroom, out of focus. Pull into focus and pull out to see LS of bedroom with an individual sitting on edge of bed with staff nearby. See interaction of encouragement to go to bed. Cut to MS of person in bed pulling up covers. Cut to staff at door, smiling and saying “good night.” See hand to move to light switch. Cut to CU of hand turning off switch. Cut to MS of door shutting from inside the room as light behind door disappears. Cut to est. LS of that same staff sitting at table opening documentation notebook. Cut to MS as she/he begins to write. Cut to same shot different angle (from over shoulder but still can’t see what’s being written). Cut to MS of hand setting down pen and beginning to close notebook. Cut to CU of outside of notebook as it closes fully.

(VII.) Zoom into black. Dissolve, then regain focus on an info screen that includes Logogram, phone number, web address. VO makes “ask” with encouragement to learn more information. Hold info for 30+ sec. with music under. Fade to black. Fade music.

Locations: *Detailed shot sheet from script using these locations to come.*

Forest City (6 locations / 11 set-ups)

Mon.-Wed., June 25-27 (aft/even)

Alarm/Lights Up/Enter Doorway-ICF
Make up assistance-ICF
Leaving home through accessible entrance-ICF
Therapies/Sensory-ICF
Crafts-ICF
VAC-Winnebago machine and/or 3M project
Krys Mart-Exterior of sign
Living enrichments-ICF
 Shopping groceries (Bill's) and/or retail (Pamida)
Lights out/door closes on bedroom-ICF
Documentation (staff focus, writing w/o seeing words)-ICF

Clarion (6 locations / 8 set ups)

Friday, June 29 (aft/even)

Preparing breakfast, eating together-HCBS
Transportation-Public Access-HCBS
Day Habilitation
 Volunteerism/walking dogs for Humane Society
Krys Korner-Interior
Home after work-Living enrichments-HCBS
 Ball Game
 Community event
Arrive home as parents depart front door (respite)-in Belmond at Robson's

Nevada (7-8 locations / 10 set ups)

Thursday, July 5 (morn/aft/even)

Donning coat, getting ready to leave-HCBS (Jenna's home, ready to go to church)
Transportation to work center-one individual rides bike to work center-ICF
Pre-Vocational-ICF
Community business (Indian Creek Country Club, Paragon) Use both
Using a device that allows accommodation-golf course to pick up balls
Living enrichments-ICF
 Bowling
 or
 Swimming
 Attending Church-HCBS Jenna – need to get photo release

Schedule:	April	Preliminary Client Meeting
	May	Approve Action Plan
	June	Script—First Draft / Script—Finalized
	June/July	On-site Taping
	July	Additional Taping
	July	Record VO
	July/August	Preliminary Edit
	August	Final Edit
	August	Rough Cut Approval
	Sept. 23	Premeire at Jason Brown Concert Nevada Civic Center

Budget:	Script	██████████
	• <i>To be billed hourly within monthly allotment</i>	
	Pre-production	██████████
	• <i>Includes topic research, development of Action Plan, formulation of production schedule, coordination of talent & locales, etc.</i>	
	Production	██████████
	• <i>Includes use of equipment, voice-over recording session, technical assistants, hired talent (voice-over), lighting design, on-site taping (three cities/20 locations/30+set ups), etc.</i>	
	Editing	██████████
	• <i>Includes logging footage, audio/video effects, professional editing services, voice dubbing, etc.</i>	
	Mastering	██████████
	• <i>Includes DVD image labeling, case label, 5 finished copies.</i>	
	Sales Tax (not applicable)	0.00
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	JoyMark ! Communications (total)	██████████
	Waldorf Facilities Fee	██████████
	• <i>Includes rent of Waldorf equipment and labs, paid direct to college.</i>	
	Grand Total	██████████