

PROJECT: "Wait TV"

12 minute video to be played in kiosks in state licensing places. The program will consist of 50% pre-produced commercials (primarily :30s) and 50% "infotainment."

CLIENT

(omitted)

OBJECTIVE

To provide people waiting in line some entertainment and something to do (along with some information via PSA's and through the entertainment), and to provide companies with an outlet for promotion and advertising.

AUDIENCE

Any and every person who walks into a state licensing place to get a license

WRITER

Eric Paulsen / Coyote Dreams Creative

SCRIPT

OVERALL LOOK: The "infotainment" parts of this 12-minute program will be competing (or, more appropriately, seamlessly integrating into) a variety of commercials, most of them bright and colorful and energetic. To help create a separation between the commercials and the infotainment, I see the infotainment sections as B&W, grainy (push gain to max), steady but hand-held, the occasional tilt/cock-eyed framing, maybe editing it with that "stutter-step" editing style... Sort of like B&W MTV. Ken keeps going during the commercials, the commercials interrupt his spiel and we just end up coming back to him at the end of each commercial. That could be too jarring, and too schizophrenic in pacing and could take more away from Ken's performance. I dunno.

The structure of the finished program will be: Ken - Commercials - PSA - Ken - Commercials - PSA - Ken - Commercials - PSA - Ken - Commercials - PSA - Ken... etc. The PSA's will use Ken, with info-placards on strange places (store window, lightpost, stop sign, bench, parking meter... so bring lots of gaffer's tape!) as he nears the end of each of his spiels. He'll be talking, finish the spiel, then look up and notice the sign and read it while the camera pans and focuses on the sign.

OPEN on a bustling, busy, crowded city street, maybe Westlake Center area. The camera is following a pedestrian-type person, but stops on Ken as the pedestrian keeps walking past Ken (St. Elsewhere style). Maybe Ken is walking towards camera, so camera(person) backs up and keeps pace with Ken as he delivers his opening shtick. His delivery is energetic, enthusiastic, but obviously funny.

KEN:

Hi! Welcome to WHILE-YOU-WAIT TV. Not that you're *waiting*, or that you have to wait, because you're watching this. Which is a lot more fun than just *waiting*. That's why this thing is here, so you can be *doing* something instead of just *waiting*. Of course, you're waiting in line, which is a lot different than just waiting around; it takes more concentration, and you constantly have parental-types yelling at you to "Stay in line!" Y'know, come to think of it, you're always either *doing* something or *waiting*, usually to *do* something. Waiting, doing; waiting, doing. And sometimes, people who *look* like they're doing something are actually not doing *anything*, they're just *waiting*. Work, for instance. Most people spend the 8 hours they're supposed to be *doing* something, which their boss assumes is *working*, just *looking* like they're doing something, when actually they're just *waiting*. Waiting to go home, so they can do *nothing*. They're not *waiting* when they're at home doing *nothing*, they're *doing* something, even if it's *nothing*. You're waiting. Bummer.

PSA:

Ken notices placard on post / sign illustrating/explaining that 15,000 people die every year because they didn't wear their seatbelt..

KEN:

Oh, hey, look at that.

(camera pans)

Did you know that 15 thousand people in Washington die every year just because they didn't use their safety belt? Seems kinda silly, when you realize your chances are better of getting killed in a car than they are to win the lottery. Did you buy a lottery ticket? So I'm assuming that, based on the odds, you'll be wearing your seatbelt, right?

COMMERCIAL(S) interrupt Ken.

We see Ken on the street.

KEN:

... so they really don't know when or even IF they're waiting.

(points over shoulder to bus stop)

Those people are waiting. For the bus to come. They KNOW they're waiting. You're waiting to get to the front of the line. Or you're waiting to get outta here. Like a couple people at the bus-stop, you could be *doing* something. Crossword puzzle. Balancing your checkbook. Writing up your "to-do" list, or the grocery list. Or going through your checklist of stuff you should have with you. You know: registration, title, the mileage on your odometer, gross-tonnage certification documents... Just kidding, you don't need gross-tonnage certification documents... do you? Anyway, the point is you could be turning this *waiting* into *doing*. Fill out your check. Make sure you have ID, especially your driver's license since chances are you drove here and there's 6 patrol cars outside in the parking lot, just waiting to pounce on you from a signal from one of those people at the window who will know if you don't have a driver's license.

PSA

Ken notices placard on post / sign. Camera pans to sign.

KEN:

Another thing you shouldn't *wait* for is putting a smoke detector in your home. There's three-thousand people who didn't last year, and they died because of it. Don't wait around to save yourself: do something about it, now.

COMMERCIAL(S) interrupt Ken.

We see Ken on the street. He grabs comments from passers-by, especially kids (but try to get every age, shape, color, etc.), and asks some (or all) of these questions. (We could "sprinkle" a lot of these throughout the rest of the program, maybe throughout program except this segment introduces the idea).

KEN:

... so then she says, "No, I really don't much like waiting."
Not many people do like waiting. Experts say we spend one-third of our lives *sleeping*, one third of our lives *waiting* to do something, and only the very last third of our lives actually *doing* something. This makes waiting a depressing thing, especially if you're waiting in line. You're waiting in line: do you like it? Lines are a bummer, even if you're with someone, 'cause lines don't move very fast so you don't feel like you're *doing* anything, and we've already discovered that *waiting* isn't *doing*, right? Lines at the grocery store, unless you like those magazines with alien baby stories or how Cher had quintuplets without gaining a pound; lines at the cafeteria; lines at the movie theater; lines at carnival rides; lines to kiss grandma... Excuse me, could you tell me how you feel about waiting? About lines? What don't you like about waiting? What do you like waiting for? What DON'T you like waiting for?

PSA

Ken notices placard on post / sign.

KEN:

Waiting in line can really make the blood pressure hit the ceiling, y'know? Unless you're watching this, of course. But, really, don't wait around until it's too late: *do* something. Get your blood pressure checked. Last year, 15,000 people didn't, and they have no blood pressure at all anymore, if you catch my drift.

COMMERCIAL(S) interrupt Ken.

We see Ken on the street, outside restaurant and hopefully he'll be able to cajole a waiter/waitress into offering up some comments.

KEN:

... so the guy thinks I'm asking him about his *weight* when I'm asking him about *waiting*, and says he "weights" about 195, which confuses me 'cause I don't know if he's talking minutes, seconds, or even hours, when actually he's talking pounds, but not the British money kind. So *waiting* has some interesting variations. Waiters in restaurants aren't *waiting*, they're *doing*. If they were really just *waiting*, you wouldn't tip them, would you?

Ah, excuse me but, you're a waiter, right?

(waiter's response)

Now, you'd assume that a waiter would wait, right?

(Waiter's response)

So, what do you do? Are you waiting for something? How do you explain that you're called a waiter?

(Waiter's response)

PSA

Ken notices placard on post / sign.

KEN:

According to the statistics, you shouldn't *wait* around to buy a bicycle safety helmet and wear it. 500 bicyclists a year in Washington don't, and die. Those are people who can't *do* anything anymore: they're *waiting* in a very permanent way!

COMMERCIAL(S) interrupt Ken.

We see Ken on the street, near fountain (or, if you end up at Volunteer Park or, better yet, Greenlake, near the wading pool). Better yet, have Ken *IN THE WATER*.

KEN:

... so this kid is splashing around in the fountain pool with his pant legs pulled up around his waist, I'm asking his mother about *waiting* and she's telling me how much she hates *waiting* as she sits there waiting for her kid to finish *wading*, and her kid interrupts us and says his mom loves *wading*, so some people obviously confuse *waiting* with *wading*.

(talks to kids who are wading)

Excuse me, there, (sir/maam), do you wade here often?

PSA

Ken notices placard on post / sign, maybe sneezes.

KEN:

Nobody should *wait* to get a flu shot, but especially if you're over 65. Do something about it: get the shot. 20,000 people a year just wait around until it's too late, and they die.

COMMERCIAL(S) interrupt Ken.

We see Ken on the street. He's shaking his leg: we tilt down to see his wet feet, quickly tilt back up to his face. As Ken mentions suggestions, maybe he demonstrates his suggestions (either continuously or shoot each activity separately and jump-cut them together).

KEN:

So, there you are. In a dilemma. You're *waiting*, presumably to get to the front of the line, take care of your business, then go out and wait in traffic. But you'd rather be *doing* something. So, I've got a few ideas. How 'bout doing some aerobic exercises? Walk in place, there, or maybe do a little aerobic dance routine. That way, you'll entertain the other people in line who are just waiting. Or, how's this: start a game of gin rummy with other people in line? Maybe you could study your "How To Be A Juggler" book and even practice a little. Okay, try this: turn around to the person in back of you and, you know, introduce yourself. Make a new friend. Discover common interests, like your mutual hatred of waiting in line.

PSA

Ken notices placard on post / sign: maybe it's actually in the water, at the bottom of the pool.

KEN:

Y'know, some folks get embarrassed or just don't wanna talk about things like "mammograms" and stuff like that. But it just takes a couple minutes to schedule one, and last year 15,000 women over 40 would probably wish they had, if they were still alive to wish for anything. Don't wait: do it as soon as you get home.

COMMERCIAL(S) interrupt Ken.

We see Ken on the street, waiting.

KEN:

... Waiting, waiting, over the bounding main... Dum-de-dum... Ya-da-doodle, wip-de wing wong, dabba do do... Oh, hi, I'm just *waiting*. Waiting to, you know, *do* something. Like start this program again. So, while I'm *waiting*, lemme *do* something. I'll... sing a song? Nah! I'll just leave and come back again. Yeah. That's the ticket.

PSA

Ken notices placard on post / sign.

KEN:

By the way, if you ever think you're having a heart attack, don't wait: call 911. Chest pains, shortness of breath, cold feet... Don't take a chance, and don't think you're immune if you're a woman! Call.

COMMERCIAL(S) interrupt Ken.

We go back to the beginning, re-start the loop with Ken beginning his spiel.