

## Project

Video to promote participation/contribution to Safeco's United Way fundraising drive

## Project Participants:

(deleted)

## Writer:

Eric Paulsen / Coyote Dreams Creative  
206 932-4563

## Information to be included:

- United Way supports 145 (?) social services (list of representative services)
- 1/3 of Seattle people will benefit from help from United Way agencies
- \$.89 of every \$1 goes to help people
- Supporting United Way is supporting community (investing in the community)
- Exhort people to not only give money, but to give of themselves, to volunteer

## Script & Production Notes:

I think we'll need *separate narrator voice* and *story-teller voice* (maybe the less-used narrator voice is a man, and, as discussed, the storyteller voice is a woman who turns out to be the receptionist). The story-teller will play or "mimic" the voices of the three main characters in the story.

Throughout the storybook part of the video, we show plenty of cutaways of execs in their respective offices reading the storybook (smiling, frowning, surprise...) as we hear the storytelling continue. Each time we see the execs, a new prop or costume piece from the storybook appears (seemingly un-noticed by the execs).

I haven't put in the "costume & prop evolution" of the execs in their offices as they read the storybook, where they gradually and mysteriously end up having items from the storybook appear in their offices and as costume pieces. Nor have I put in the little guffaw stuff - this is the framework, detailed as it is, **from which we can collaborate on what we can add and to what level we make it slap-stick or funny or corny.**

## Script

1

*Open on a montage of Roger Eigsti, Boh Dickey, and Michele Kemper in their respective offices (well, not their REAL offices). They are working hard, focused, but fidgety and obviously needing distraction.*

2

*We see a reception area in Safeco. There are at least 3 offices that adjoin this common reception area. A woman is sitting at the desk when a courier arrives and perfunctorily drops 3 packages on her desk, get a signature, and leaves.*

NARRATOR

'Twas a bright sunny day  
when 3 packages arrived.  
No-one could say  
what was inside.

3

*The receptionist, displaying expert adroitness at using the phone system, rapidly presses a series of buttons as she summons the three package recipients.*

RECEPTIONIST

Mister Eigsti? Package!

Ms. Kemper? Package!

Mr. Dickey? Package!

4

*We see the three execs in rapid-fire succession (fraction of a second on each) their focus (and their heads) are in the work on their respective desks (looking down). In equally quick succession, their heads jerk up and look towards the reception area with a very eager look, and we see the same thought-balloon superimposed over the three shots (so the balloon remains as we see each of the execs' reactions "behind" the balloon). However, **as soon as the balloon appears, they react to the balloon:** quizzical, questioning, mysteriously, with a touch of fear: wondering if they indeed saw something or not and, if so, what it was.*

**sfx:** who-o-op or zo-o-i-ip swishy sound as they snap their heads up - again, in a rapid-fire, syncopated rhythm)

**Package? Cool!**

5

*From out in the reception area, we see the three execs come scurrying eagerly out of their offices simultaneously. Upon seeing each other, they pull up short and revert to a more purposeful, deliberate, more somber demeanor. In rapid succession (almost like they end up in a line next to the receptionist, anticipating the package), they are given their respective packages with a perfunctory "Thank-you!" (which we barely hear under the narrative) before quickly retreating to their offices, after which we hear some demonstrative sound indicating their return to their desks - chairs squeaking, package thudding on desk, whatever - all in rapid-fire syncopation).*

**sfx:** zooming (Road Runner style) then screeching to a halt, then slow idle.

*Thought-balloon (as they come out & stop)*

**Whoa!**

NARRATOR

The execs were all busy working

as, it seems, is always the case.

But a package, a surprise, a gift?

Now THERE'S something they could embrace!

6

*We see the three execs sit down at their respective desks and open their package. If the 3 offices are similar (especially the desk & lighting), we can do some interesting inter-cutting of images. For example, we can see Michele sit down and unwrap the package. We cut to an over-the-shoulder shot of the unwrapped book on the desk, but when we dolly around and tilt up, we see Boh. He begins to open the book, and we cut to a close-up of the book being opened and, by pulling back, realize it's Roger. In this way, we quickly realize they're all doing the same thing at the same time.*

*We see them respectively open the large, old-looking storybook(s), then look inside*

*curiously.*

**sfx:** creaking of book as they open it, maybe an exaggerated thump as the large cover hits the desktop.

NARRATOR:

They opened the book  
with such curious care.  
On a busy business day,  
they wondered, "Should I dare?"

7

*We see the title page of the book:*

## *The Day **Gottitsville** And **Gettitstown** Helped Each Other, And A **New Day** Begun*

NARRATOR:

The day Gottitsville and Gettitstown  
Helped each other, and a new day begun.

8

*We see "broad view" of Safcopious.*

**sfx:** soft, old cartoon-style fairy-tale music

STORYTELLER voice:

In the tiny kingdom of Safcopious  
not so long ago, nor so far away,  
two villages lived side-by-side  
made entirely of papier maché.

9

*We see Gottitsville at the top of the hill (there's a big sign that with "Gottitsville" emblazoned across it. OR we use the thought-balloon?!?).*

STORYTELLER voice:

At the top of a long, winding road  
Gottitsvilliana lived in Gottitsville.  
Overall, life was good, life was busy,  
and to no-one did they bear ill will.

## 10

*We see images of a diverse group of... characters working, shopping, driving (?), playing, eating in restaurants...*

**sfx:** bustling town noises

STORYTELLER voice:

In Gottitsville, people worked hard,  
and, yes, were a little bit lucky.  
For them, pretty much, as a group,  
life was certainly ducky.

## 11

*We see small groups of ~~people~~ characters talking/discussing/arguing.*

**sfx:** garbled non-sensical arguing (one is intoning "Blah blah blah BLAH blah!" while another voice is saying, "Neep neep NEEP NEEP neep!", etc.)

STORYTELLER voice:

But the Gottitsvillians were embroiled  
in quite a distressing controversy.  
Their neighbors were a little less fortunate  
and could certainly use a little mercy.

## 12

*We see the panorama, zoom/cut in to Gettitstown at bottom of hill (there's also a sign indicating the town name, but perhaps it's a little more dilapidated than the one over Gottitsville. OR we use the thought-balloon?!?).*

STORYTELLER voice:

You see, the little town of Gettitstown  
was at the bottom of the long, winding road.  
The sun wasn't sunny, there were thorns on the trees  
and you couldn't get pie a la mode.

## 13

*We see King Raj Obfuscatorious in Gottitsville (beneath or near the town sign, maybe with a hat that says "King" across it or a sports jersey or jacket with "King Raj Obfuscatorious" on it?!? Maybe a thought-bubble with an arrow pointing from the word "King Raj Obfuscatorious" to the drawing of him?!?). Maybe a tear rolls down his cheek.*

STORYTELLER voice:

King Raj Obfuscatorious  
was a lovable & happy-go-lucky king;  
it hurt him to see the hardship, the need,  
and not able to do a thing.

## 14

*We see Roger in his office.*

Roger:

King Raj Obfuscatorious?  
Where did that name come from?  
It sounds quite lovable and nice.  
But he sounds a little glum.

15

*We see a "thought balloon" appear with words in it:*

**ob·fus´ca·to´ry** (òb-fùs´ke-tôr´ê) adj  
syn: fogginess, vagueness, uncertainty, ambiguity

16

*We see Roger's eyes in a look of surprise and maybe a little... insult?*

17

*We see King & his Two Advisors with little Angelica innocently hanging around (and with a bunch of butterflies fluttering around, which obviously bothers Beauregard, confuses the King, and is endearing to Michele).*

STORYTELLER voice:

He brought up his troubling dilemma  
to his two most trusted advisors.  
The first one said, "Who cares!"  
Said the other, "We'll find donors!"

18

*We see a 2-shot of the 2 advisors in front of King. Maybe we see a thought-bubble appear with an arrow pointing from the word "Beauregard Parsimonious" to the drawing of him?!? Do the same when we intro Michele Philanthropious?!?*

STORYTELLER voice:

Said Beauregard Parsimonious  
"No way. There's too much to do!"  
Challenged Michele Philanthropious  
"But it's our responsibility; me, us, and you!"

19

*We see the King step between the two (coming forward?) to speak.*

STORYTELLER voice:

King Obfuscatorious said, "You're right.  
And, of course, you are right too.  
If we help, there's so much to do,  
and how to do it, we haven't a clue!  
But giving and helping, that's virtue.  
Oh, dear me, dear you, what a bugaboo.  
I think I'm going quite koo-koo!"

20

*We see Boh in his office. He looks up from the book, pondering.*

**sfx:** the fairy-tale music abruptly stops (maybe with a scratching sound, like a record player being bumped)

Boh:

Beauregard Parsimonious?  
What's the deal with THAT!?!  
Sounds like it could be a vegetable  
or maybe a it could be a rat.

21

We see a "thought balloon" appear with words in it:

**par·si·mo·ni·ous** (pär"se-mo´nê-es) *adj*  
syn: miserly, stingy, tight-fisted, uncharitable

22

We see Boh's eyes in a look of surprise and maybe a little insult.

23

We see Michele in her office, looking up from the book and thinking.

Michele:  
Michele Philanthropious.  
That has a nice ring.  
But I can't imagine where  
they came up with such a thing.

24

We see a "thought balloon" appear with words in it:

**phi·lan·thro·py** (fî-làn´thre-pê) *noun*  
syn: humanitarian, benevolent, charitable, idealistic, kind  
person

25

We see Michele's eyes in a look of surprise and maybe a little pride.

26

We see *Beauregard*.

**sfx:** the fairy tale music resumes /starts over.

BEAUREGARD PARSIMONIOUS voice:  
Everyone is responsible  
for their own life, their plight.  
Certainly if we help them,  
they'll just give up their fight.

27

We see *Philanthropious*.

MICHELE PHILANTHROPIOUS voice:  
No, no, no, you are wrong.  
Quite simply, that's not fair.  
We're only strong as a community  
by how much we care!  
If just one is hungry, or sick,  
or homeless, or despairs.  
Then we all have to share that,  
we must help out, anyone, anywhere.

**28**

*We see King.*

KING RAJ OBFUSCATORIOUS voice  
True, each of us is responsible  
to make our own life right.  
But to ignore what people need?  
That's wrong, that's impolite.

**29**

*We see Angelica wander away from the arguing group. Maybe we see a thought-balloon appear with Angelica's name and an arrow pointing to her?!?*

STORYTELLER voice:  
Meanwhile, we see Angelica  
(can you guess how **she** got **her** name?)  
Grew tired of the arguing and fussing  
and went off to play a game.

**30**

*We see the wide shot, with Angelica making her way down the road, a flurry of butterflies following behind (which we see all the time).*

STORYTELLER voice:  
Down the long and winding road  
Angelica purposefully wandered  
To the town far below  
to visit friends and to think and to ponder.

**31**

*We see the King & advisors.*

STORYTELLER voice:  
Back at Safcopious, in the King's chambers  
the arguing continued and continued.  
The King only grew more confused  
and thought Beauregard was being quite rude.

**32**

*We see Beau.*

BEAUREGARD PARSIMONIOUS voice:  
But it's far too big a job  
and it'll take too much effort.  
No matter how hard we try  
we're sure to come up way short.

**33**

*We see Philanthropious.*

MICHELE PHILANTHROPIOUS voice:  
If we all work together,  
we can accomplish this task  
As a town, a community, a group,  
All we have to do is ask!

**34**

*We see King Raj Obfuscatorious*

KING RAJ OBFUSCATORIOUS voice  
Nothing is ever too tough  
when we all work together.  
When enough people chip in  
the job's as light as a feather.

**35**

*We see **Angelica** in Gettistown talking to people and helping them (places a Band-Aid on a finger, offers half of her sandwich to another, takes off her jacket for yet another [or a sweatshirt/sweater she had tied around her waist], makes a make-shift shelter for a small pet... All the while being followed by a group of fluttering butterflies.*

**36**

*We see Beauregard Parsimonious*

BEAUREGARD PARSIMONIOUS voice:  
Many parents both work  
there's not much to spare  
after making ends meet.  
So what's left to share?

**37**

*We see Michele Philanthropious*

MICHELE PHILANTHROPIOUS  
But if each of us, everyone  
gives whatever we can  
then together, it grows and grows...  
it becomes gargantuan!

**38**

*We see Beauregard Parsimonious*

BEAUREGARD PARSIMONIOUS voice:  
Each of us? Everyone? Together?  
How can we possibly do that?  
It's much, much too hard.  
So my vote? No way, and that's that!

39

*We see Michele Philanthropious*

MICHELE PHILANTHROPIOUS voice:  
No, wait, we can make it real easy  
by giving to just one agency.  
Then they dole it out to the people who need it.  
How's THAT for a terrific strategy.  
It's efficient, it's easy, it's quick;  
their buckaroos help many a charity.

40

*We see Michele Kemper in her office.*

MICHELE KEMPER  
That's incredible, what she's saying  
Because we have that right here.  
Where people donate money  
to United Way each year.  
It's quite an agency, for sure,  
and, quite simply, they have no peer.

41

*We see **Angelica** in Gettitstown talking to people and helping them (places a Band-Aid on a finger, offers half of her sandwich to another, takes off her jacket for yet another [or a sweatshirt/sweater she had tied around her waist], makes a make-shift shelter for a small pet... All the while being followed by a group of fluttering butterflies.*

**sfx:** the fairy tale music resumes /starts over.

42

*We see Beauregard Parsimonious*

BEAUREGARD PARSIMONIOUS voice:  
"Make it easy! Give to one agency!"  
Well, that's simply way too political.  
Where the buckaroos end up,  
some will think that is quite critical.

43

*We see King Raj Obfuscatorious*

KING RAJ OBFUSCATORIOUS voice:  
Yes, we wouldn't want anyone to be hypocritical.

44

*We see Michele Philanthropious*

MICHELE PHILANTHROPIOUS voice:  
Well, then, make it selective  
so if people want to, they choose.  
Any other problems, Mister Parsimonious?  
Or does that finally cure your blues?

45

*We see Raj. getting more and more excited.*

KING RAJ OBFUSCATORIOUS voice:  
Yes, I have to admit, about this I'm quite enthused!

46

*We see Beauregard Parsimonious*

BEAUREGARD PARSIMONIOUS voice:  
Well, then, fine, you goody two shoes.  
Have your little fun.  
But, how do you get them excited?  
What will you do for motivation?

47

*We see King Raj Obfuscatorious*

KING RAJ OBFUSCATORIOUS voice:  
Yes, by that we could be undone.

48

*We see Michele Philanthropious*

MICHELE PHILANTHROPIOUS voice:  
Make it fun! Make it competitive!  
Give them little incentives.  
But it's their heart, their community spirit  
that will make giving an imperative.

49

*We see King Raj Obfuscatorious*

KING RAJ OBFUSCATORIOUS voice:  
I have to agree, it sounds effective.

50

*We see Michele Kemper in her office.*

**sfx:** the fairy-tale music abruptly stops (maybe with a scratching sound, like a record player being bumped)

*A thought-balloon appears, with words &/or **graphics**:*

**90% unit = new car**

MICHELE KEMPER  
Let's see, for 90% unit participation  
we'll give them a shiny new car!

51

*We see Boh Dickey in his office. In the thought-balloon we see:*

90% unit = cigar

BOH DICKEY

A shiny new car? A Ferrari?  
They only deserve a cigar.

52

*We see Roger Eigsti in his office. In the thought-balloon we see:*

90% unit = chocolate bar

ROGER EIGSTI

A car? I think not. I **know** not.  
We'll give them a chocolate bar.  
And I'm much too fond of my people  
to give a cigar. That's bizarre!

53

*We see Michele Kemper in her office. In the thought-balloon we see:*

93% company = Ming vase

MICHELE KEMPER

If 93% of the company chips in?  
A vase from the dynasty Ming.

54

*We see Roger Eigsti in his office. In the thought-balloon we see:*

93% company = casual Christmas & Thanksgiving

ROGER EIGSTI

How 'bout casual day before Christmas.  
And, okay, before Thanksgiving.

55

*We see Boh Dickey in his office. In the thought-balloon we see:*

BOH DICKEY

Man, can these Safconians  
really be so totally driven?

56

*We see Michele Kemper in her office. In the thought-balloon we see:*

**\$685,001 = gold accordion**

MICHELE KEMPER

If we hit 685 thousand dollars plus one  
they all get a gold-plated accordion.

57

*We see Boh Dickey in his office. In the thought-balloon we see:*

**\$685,001 = burger w/o bun**

BOH DICKEY

Or how 'bout a burger,  
without the bun.  
Although this is sounding  
like it could be a lot of fun.

58

*We see Roger Eigsti in his office. In the thought-balloon we see:*

**\$685,001 = 1/2 day off before Turkey-day**

ROGER EIGSTI

A half-day off before Thanksgiving.  
They'll like that a ton.

59

*We see Michele Kemper in her office. In the thought-balloon we see:*

**\$699,009 = trip to the Rhine**

MICHELE KEMPER

And if we top off at 699  
thousand dollars plus nine?  
When vacation time rolls around  
everyone gets a trip to the Rhine.

60

*We see Boh Dickey in his office. In the thought-balloon we see:*

**\$699,009 = Twine? Porcupine?**

BOH DICKEY

Or a ball of twine.  
Or a pet porcupine.

61

*We see Roger Eigsti in his office. In the thought-balloon we see:*

**\$699,009 = 1/2 day off before Christmas**

ROGER EIGSTI

Another half day off before Christmas  
will reward them all just fine.  
After all, we know it's the giving  
to which they are all so inclined.

62

*We see Boh Dickey in his office.*

BOH DICKEY

It's the giving to which they're inclined?  
Bah! Humbug! It's all quite hideous!  
But I have to admit, I'm starting to feel  
a little bit more generous.  
Bounteous. Chivalrous. Ambitious. Marvelous. Maybe  
even virtuous?

63

*We see **Angelica** in Gettistown talking to people and helping them (places a Band-Aid on a finger, offers half of her sandwich to another, takes off her jacket for yet another [or a sweatshirt/sweater she had tied around her waist], makes a make-shift shelter for a small pet... All the while being followed by a group of fluttering butterflies.*

64

*We see Beauregard Parsimonious among the 3 debaters. They slowly make their way to the long, winding road, and make their way down to Gettistown.*

BEAUREGARD PARSIMONIOUS voice:

Well, what else can I say  
save it's just way too much goodness.  
Unfortunately, I have to admit:  
it's getting to me, I confess. I confess.

65

*We see the 3 of them stop short, noticing Angelica (cut back & forth). Philanthropious is smiling and genuinely moved; Obfuscatorius has a tear running down his cheek; Parsimonious is valiantly trying to hold back a major eruption of emotion.*

KING RAJ OBFUSCATORIOUS voice:

Me too, Mister Parsimonious.  
How profoundly I cannot express!

66

*We see Parsimonious back into a thorn bush/tree, which pricks his finger. Angelica puts a bandage on it.*

BEAUREGARD PARSIMONIOUS voice:  
OUCH!

Why, thank you, little Angelica.  
This was certainly not part of the plan.  
Are you a Gottitsvillian,  
or a Gettitstonian?

67

*We see Angelica talking to the 3 as she continues to bandage Parsimonious.*

ANGELICA voice  
Gottitsvillians? Gettitstonians?  
These aren't places, like villages or towns.  
They are but a condition of needing help,  
on life's merry-go-round.  
Our own good King Obfuscatorius  
once lived here, before he had his crown.  
He needed some help, a hand reached out,  
and his recovery was quite profound!

KING RAJ OBFUSCATORIOUS voice:  
'Tis true, child, 'tis true.  
My life was once upside down.  
Long before I had accepted  
the responsibility of this crown.

MICHELE PHILANTHROPIOUS voice:  
Fully one third of our kingdom  
my exhaustive studies have shown  
needs help sometime in their life  
to make living less troublesome.

BEAUREGARD PARSIMONIOUS voice:  
(looking at his bandaged finger)  
And, yes, as is now quite apparent:  
we're all likely to have an accident.  
Or to find ourselves in a predicament  
and could use someone who's benevolent.

**68**

*We see an intercut montage of the 3 execs closing the book, pausing, pondering (smiling).*  
**sfx:** book creaking, thumping closed (again, in rapid-fire rhythmic syncopation: thump - thump - thump)

NARRATOR:

When the story was over and they closed the book  
all the execs were really quite moved.  
They pondered the meaning, and quickly decided  
the United Way plans were approved.

**69**

*We see an intercut montage of them all getting up and scurrying to their doors and the reception areas.*

NARRATOR:

So they rushed out to the reception area  
to discreetly return the book.  
And, much to their surprise  
found each other with the same outlook.

**70**

*We see the 3 execs all come out of their respective offices at the same time, and pull up short when they realize it.*  
*As in the beginning, we see a thought balloon appear, a thought they all share:*

**Whoa!**

**sfx:** the fairy-tale music abruptly stops (maybe with a scratching sound, like a record player being bumped)

NARRATOR:

As they stood there in humble silence  
their composure trying to recover.  
A small girl arrived, singing happily  
her lunch with Mom soon to discover.

**71**

*We see Mom and daughter exchange chit-chat and hugs and gather stuff together, preparing to take off for their lunch.*

NARRATOR:

As Mom and daughter walked away  
it was difficult not to notice  
that the daughter looked like Angelica  
so they wondered, "Is something amiss?"

**72**

*We see receptionist and daughter as they walk away turn and Mom talks. She is quite obviously the voice that told the story.*

STORYTELLER voice:

My daughter and I are going to lunch  
We should be back in an hour.  
Have you ever noticed how a simple story  
can do so much to empower?  
By the way, what's with all your attire?  
It seems like it could... overpower?

**73**

*We see the 3 execs exchange confused, surprised, mysterious looks. There is also a heavy dose of embarrassment as they realize they are adorned with costume pieces and props obviously from the story. Another thought-balloon appears:*

**Help?**

**74**

*Fade to Noir.*