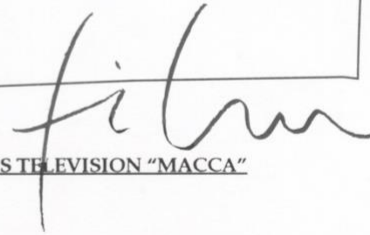


The Film Business

30 Lalor Street Port Melbourne
Victoria 3207 Australia
Tel (03) 645 1444
Facsimile (03) 645 1415

91 Reservoir Street Surry Hills
NSW 2010 Australia
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UNCLE BEN'S - MY DOG GOURMET SELECTION - 1 x 30 SECONDS TELEVISION "MACCA"

DIRECTOR'S TREATMENT

For me, the essence of this script lies in the relationship we develop between the dog and our heroine - who I will call Sally. Their relationship is one of a very close friendship. It is not doting or unbalanced in terms of dependency. Macca and Sally are great friends, they've known each other for a long time and they take care of each other.

The script focuses on one particular scene in Macca and Sally's lives....when Sally arrives home with the food. It is important that we the audience believe that this scene is a section of an on-going life, not something specially constructed for our camera.

To achieve this there needs to be a certain amount of depth and credibility in the way we work. I would like to use Sally as a starting point for this depth. Who is she? What does she do? Where did she go to school? When and how did she get Macca? These are all questions which are answered as we develop a character profile for Sally in pre-production. This character profile is then the foundation for casting and later for the workshop and rehearsal work I would undertake with the actor.

The location brief will, in many ways, stem from Sally's character profile. It's an important location insofar as it must fit Sally like a glove. We need to believe that she's lived there for a considerable length of time. The environment compliments her and there is no question that she could be in someone else's house - this is her home. For example, if we make Sally an executive arriving home in her business suit, with briefcase under one arm and the shopping under the other, then the location would reflect this, with clean lines, low maintenance, possibly hi-tech kitchen. If, on the other hand, Sally is a mum working two mornings a week, then the kitchen is likely to be more homely, with fridge magnets, the odd home-made item, etc.

The character profile is therefore the foundation in my mind. Once we have a clear picture of who Sally is we can begin to build on that.

The relationship between Sally and Macca then comes into play. We need to develop this a long time prior to the shoot day. There needs to be an intimacy for the camera to capture. This will be mainly time invested on the part of our actor, the dog and it's trainer. So each may become aware of the other's habits, likes, dislikes etc. This script is a beautiful performance piece and, for Sally, talking to Macca is second nature to her. The delivery is engaging. We're talking about something Macca is particularly interested in, whilst remaining relaxed and conversational.

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film

So how do I see the pictures? I believe our visual style needs to be very filmic, with depth and subtle use of light to create an environment in which the story takes place. The visual style does not overpower the performance, rather, it enhances it. This is what I like to call heightened reality. The scene has an honesty and reality which is almost documentary, whilst the pictures, by the subtle use of light and a restricted palette in the art department, create a sense of harmony which lifts the scene from being a simple record of an every day occurrence, to something quite special.

Macca is important to Sally, and yet he is not her whole life. Their relationship is depicted as much through eye contact and looks as it is through patting. It is important to me that we believe Macca is the type of dog that Sally would choose in a pet shop. They need to look right together. For this reason I believe it's important that we screen test our actors with the dog.

Once again, I believe this script has the potential to be a fantastic performance piece and one which will stand out on air. I look forward to working on it further with you.

DENA ASHBOLT

Director

July 18, 1995

UNCLE BEN'S - 'MY DOG'

CHARACTER PROFILE

"SALLY" AGE: 28-33

Appearance:

Attractive, takes good care of herself.

Family:

The eldest girl of a family of four, she has three brothers. They were quite comfortable and she finished school and went on to university where she studied economics and maths. Her mother stayed at home, whilst her father worked for a chemicals company in middle management, and was away from home a great deal. Her mother was fairly independent, but Sally could never quite understand how she could be happy, or fulfilled, with just running the home.

Education:

Sally was fairly bright at school. She didn't need to study too hard, and had the confidence to do well in exams. She never had any specific career ambitions and after graduating in economics wasn't quite sure of her direction.

Because of her self-confidence and relaxed nature with people, she became involved in marketing and now enjoys a comfortable and responsible position with a beauty product company. She leaves the office at 6 and leaves her work there; she doesn't bring it home.

Current family:

Sally met Joe when she was 25 at the launch of a new skin care product. He worked for the audio visual company handling the promotion. They have lived together for 2 years now. They are happy as a couple, but enjoy their independence. Joe would spend an average of 3 nights a week away from home, and Sally enjoys the space this allows her.

Sally is confident and sure about where her life is going. She's a professional, yet her career doesn't run her life. Her main motivation is life style: comfortable, relaxed and with a definite 'quality' to it.

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CALL SHEET

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**UNCLE BEN'S OF AUSTRALIA
"MY DOG GOURMET SELECTION"**

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LOCATION SHOOT

MONDAY, AUGUST 28 : PRE-LIGHT

TUESDAY, AUGUST 29 : SHOOT

CLIENT : Uncle Ben's of Australia
 TITLES : "Sam"
 DURATION : 1 x 30 seconds
 ADVERTISING AGENCY : Clemenger, Sydney Tel: 02 925 5333
 120 Pacific Hwy, St Leonards Fax: 02 925 5242
 CREATIVES : Gary Graf/Rob James
 AGENCY PRODUCER : John Kersey
 EDITOR : Seth Lockwood Tel: 9690 4044
 MRPP Fax: 9699 2078
 20 Thistlethwaite Sreett, South Melbourne

LOCATION: 6 Kooyong Road Melways Ref:
 Armadale 3143 58, K9
 Contact: Pam LeDeux Tel: 9500 0117

PARKING: Essential vehicles to park along Kooyong Road outside location. All other vehicles to park on the Cnr of Kooyong & Dandenong Rds in parking area provided by council.

SHOOT DATES : MONDAY 28 AUGUST 1995 - PRE-LIGHT
 TUESDAY 29 AUGUST 1995 - SHOOT

CONTACT NUMBERS : Producer : Maureen Esse Mob: 018 337 435
 Production Manager : Cameron Watt Mob: 018 226 947

CREW & CALL :	AH Phone	Calltime		
		28/8	29/8	
DIRECTOR :	Dena Ashbolt	9714 86661	1000	0800
PRODUCER :	Maureen Esse	9699 5648	1000	0800
PROD MANAGER :	Cameron Watt	9531 6967	1000	0800
1ST ASST DIRECTOR :	Keith Heygate	9650 7555	1000	0800
DOP :	Malcolm McCulloch	9650 7555	1000	0800
FOCUS PULLER :	Richard Hosking	018 173 748	1000	0800
CLAPPER LOADER :	Bruno Doring	015 807 133	NR	0800
GAFFER :	Rory Timoney	018 387 740	1000	0800
BEST BOY :	Chris Shanahan	015 308 898	1000	0800
KEY GRIP	Adrian Kortus	015 360 186	1000	0800
ASST GRIP :	TBA		NR	0800
SOUND REC:	Gretchen Thornburn	9699 5237	NR	TBA
BOOM:	TBA		NR	TBA
ART DIRECTOR :	Jilly Halliday	9531 7384	1000	0800
STANDBY PROPS	Dean Sullivan	9486 3360	1000	0800
MAKE-UP ARTIST	Ruth Sebire	059 832 026	NR	0730
RUNNER :	Simon Rutherford	9561 4207	1000	0800
ANIMAL TRAINER:	Luke Hura	018 106 046	1000	0800
CATERER :	Real to Reel	9531 5620	1000	0700

PLEASE NOTE: SMOKING NOT ALLOWED AT LOCATION

CAMERA GEAR : Ex The Camera Business Tel: 99645 1444
 Sony 14" monitor, Sachtler 7+7 head, Ronford tall and short legs
 Video watchman
Filters: (4x4) 85,85N3, 85N6, 85N9, 85B, 81EF, 80mm Round Polar
 Screen

Ex Cameraquip Tel: 9699 3922
 66 Tope Street, South Melbourne
Camera: Arri BL4 & Standard Production Kit
Accessories: Video split
Lenses:
Filters:

STOCK: To be checked & collected by Camera Assistant

LIGHTING EQUIPMENT: Ex Key Lighting : Moby Dick Tel: 9696 2920
 Gear as standard ex truck

GENERATOR : Ex Key Lighting:120 KVA Tel: 9696 2920
 To be collected by Chris Shanahan

GRIP EQUIPMENT : Ex Adrian Kortus : Tel: 015 360 186
 Gear as standard ex truck

PRODUCT: To be transported to set with Cameron
 (Supplies at Film Business ex Clemenger)

PACKS: Specially prepared packs ex Clemenger
 John Kersey to arrange delivery to Film Business
 by Friday, August 25

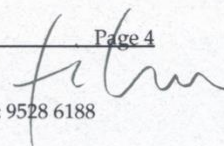
PROPS & WARDROBE : Ex Jilly Halliday Tel: 9531 7384
 As discussed with director.

CATERING Ex Real to Reel Tel: 9531 5620
 Breakfast, lunch and afternoon tea

	Breakfast	Lunch	Afternoon tea
Day 1: 28/8/95	NR	1330 for 16	1630
Day 2: 29/9/95	0800 for 24	1230 for 24	1730 for 24

CAST :	AGENT	AGENTS PHONE	A /HOURS PHONE	CALL TIME	
				Day 1	Day 2
Karmen Raspovic	Barbara Gange	941 61 079	9534 6678	1300	0730
"Sam" (Penny)	Luke Hura	059 787 268		1400	0800

PLEASE NOTE: **SMOKING NOT ALLOWED AT LOCATION**



LABORATORY :

Cinevex:
15 Gordon Street, Elsternwick

Tel: 9528 6188

Process only, clean & leader.

RUSHES :

Iloura
18 Kavanagh St, Sth Melloourne

Tel: 9696 8888
Fax: 9682 6736

Wednesday 30/8/1995 at 8am.

QUERIES :

Maureen Esse/Cameron Watt
The Film Business
Tel: 9645 1444

John Kersey
Clemenger, Sydney
Tel: 02 925 5333

EMERGENCY NO'S:

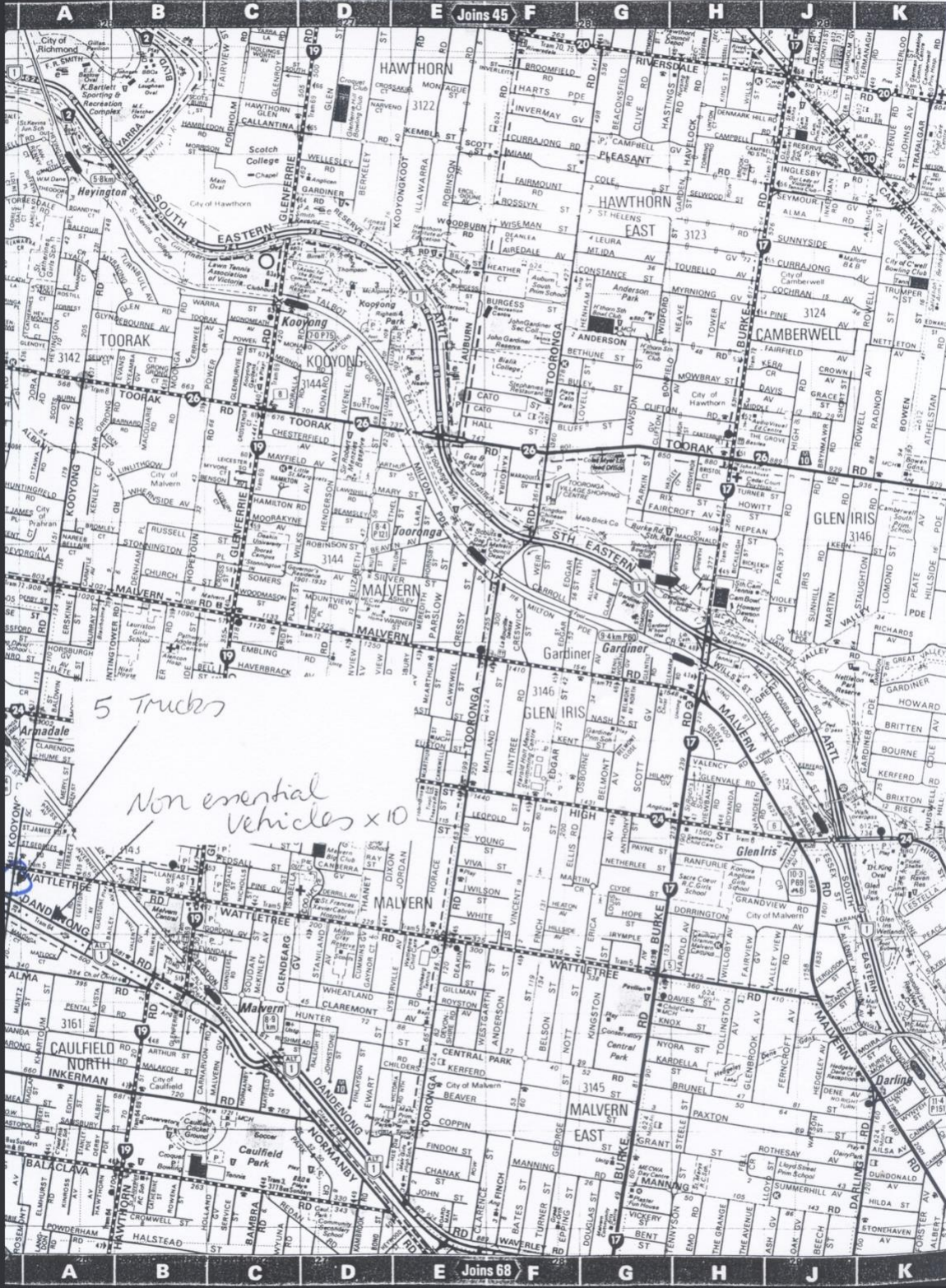
Fire: 11441
Police: 11444
Ambulance: 11440

Nearest Hospital
Alfred Hospital
Commercial Road
Prahran
Tel: 276 2000

Melways Ref.
2L, C9

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UNCLE BEN'S - 'MY DOG GOURMET SELECTION' - 1x30 SECONDS TELEVISION "SAM"

PRODUCTION SCHEDULE

TUE	AUG	01		Initial casting for 'Sam'
WED	AUG	02		Initial casting session for female lead
THU	AUG	03	3.30 pm	Present casting tape to agency and select short list for screen testing View potential dogs and select hero(s)
SUN	AUG	06		Animal casting person to view further dogs and possibly select additional animals as potential heroes
MON	AUG	07		Casting session with additional dogs
TUE	AUG	08	8.00 am	Screen tests:actors with dogs
WED	AUG	09	9.00 am	Present screen tests to agency for final talent selection Agency approval of hero dog Present locations
			pm	Agency to present final talent selection and dog to client for approval
FRI	AUG	11		Dog training to commence
W/C	AUG	14		Continue dog training/actor to spend time with dog through this two week training period
MON	AUG	21		Review dog training
WED	AUG	23	11.00 am 12 noon	Final run through with agency Final pre-production meeting with client

film

MON	AUG	28		DRESS LOCATION and PRE-LIGHT Walk through with actress and dog
TUE	AUG	29		SHOOT (Melbourne)
WED	AUG	30	8.00 am	Rushes transfer: Iloura
				Digitise and sync
			3.00 pm	View final sync rushes: MRPP
				Select and commence edit
THU	AUG	31	pm	1st cut to director
FRI	SEPT	01		1st cut to agency
				Revision, if necessary - to take to fine cut
MON	SEPT	04		Agency to present fine cut to client
WED	SEPT	05		Final client approval
FRI	SEPT	08		TAPE COMPILE: Sydney (Videolab)
			7.30 am	Telecine
			9.30 am	On line
			1.30 pm	Sound Mix (Stellar Sound)
			5.30 pm	Restripe master

11. AM AUDIOBRIEF

UNCLE BEN'S - MY DOG GOURMET SELECTION - SHOT LIST

film

SHOT #1: (Mute)
Coverage of Sam waiting at the door from down the hallway

- SHOT #2:
- a. Wide 2 shot (100%)
 - b. Close up on Sam (Mute)

We see Sam sitting at the door, waiting for Sally. Sally opens the door, loaded with shopping, she bends down to greet Sam. Sam leads her off in the direction of the kitchen.

"Hello Sam!"

- SHOT #3:
- a. Low angle 2 shot. (100%)
 - b. Close up coverage on Sam. (Mute.)

We see Sam lead Sally into the kitchen area, he dances around her feet. Sally puts her keys and shopping down on the counter.

"Have I got something for you"

- SHOT #4:
- a. Close up on Sam - widen to mid shot as Sam is put on the stool. (100%)
 - b. Close up on Sally (if Sam's performance requires cut away - 100%)

Sam is looking up to Sally. He gains her attention. She bends down and picks him up placing him on the stool, moving behind the counter to start unpacking.

"It's Brand new.....Yes, Sam, it's food"

SHOT #5:
Close up of Sam (Mute)

Sam watching Sally unpack the shopping.

- SHOT #6:
- a. Close 2 shot (100%)
 - b. Close up of pack (Mute)
 - c. Close of up Sam (Mute)

Sally unpacks the bags and pulls out the My Dog Gourmet pack.

"Ta da, My Dog Gourmet Selection - a dry food, like we've never tried before"

film^{2.}

SHOT #7:

- a. Close 2 shot (100%)
- b. Close up hand and Sam's face (Mute)

Sally has poured some food into her hand - she shows it to Sam, who nuzzles forward to eat some.

"See, lovely delicate little pieces....doesn't that look delicious"

SHOT #8:

Close up Sally (100%)

Watching Sam eat from her hand, then eye-lining Sam's food bowl.

"Want some?"

SHOT #9:

- a. Close up bowl (Mute)
- b. Close up Sam (Mute)

Bowl on the counter being filled. Sam is watching with great interest.

"Silly question"

SHOT #10:

Close up Sam - pull back to reveal pack.

Sam eating from the bowl, pull back to reveal the My Dog packet in the foreground.