

### St. Lucy's School ~ technology awareness

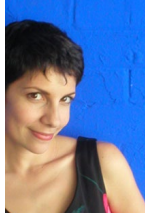
**Overview...** Our wonderful, long-time client St. Lucy's needed a film to touch hearts and open wallets at a recent fund-raising event – dedicated to providing more technology to change lives. We interviewed parents, teachers – and of course the students – to show life-changing technology in action.

**Responsibilities:** Client liaison, project concept, drafts and final script, interviewer, talent co-ordinator and production supervisor.

**SCRIPT EXCERPT:** (agreed with client and used as guide during filming and edit)

<p>FADE IN TO:</p> <p>Screen filled with small hands / fingers joined together. We hear children talking, laughing.</p> <p>A TITLE appears against this background –</p> <p>It looks like it's being written onto the screen like a child 'writes' on an iPad.</p> <p>The TITLE fades and the hands / fingers pull apart to reveal a quick intro MONTAGE of the school / children / activities / teachers</p>	<p>[ST LUCY'S] LOGO / GRAPHICS</p> <p>"...my computer is like magic – when I touch it life gets bigger. And I can be the world!"</p> <p>Lily, aged 8</p>
<p>CUT TO:</p> <p>TITLE or V/O</p>	<p>Welcome to St Lucy's, where technology is touching the lives of some very special students... and changing them forever.</p>
<p>CUT TO: INTERVIEW</p> <p>Georgina Reynhout (GR)</p>	<p>Life is all about communication. And here at St Lucy's it's our passion... because when children with disabilities are able to communicate – their lives can really take off. And that's where technology plays a key role.</p>
<p>CUT TO:</p> <p>TEACHER INTERVIEW</p> <p>INTERCUT WITH: MONTAGE OF:</p> <p>Children working with technology / smart boards / laptops / iPADS.</p>	<p>Computers help our children learn and communicate because they keep them focussed and give them instant feedback</p>

**VIDEO LINK:** <https://vimeo.com/channels/starscribeeducation/60612802>



### Ecotuitive ~ Corporate Intro and Product Videos

**Overview...** Ecotuitive was a start up company specialising in sourcing and developing sustainable and eco-friendly products for both industrial and consumer markets. To support their website and encourage investor interest, StarScribe produced a corporate introduction video as well develop an ongoing series that would update followers on new products. This is the corporate video that used a news/interview format to introduce the principals and an overview of the Ecotuitive products..

**Responsibilities:** Client liaison, project concept, drafts and final script, interviewer, talent co-ordinator and production supervisor.

**SCRIPT EXCERPT:** (agreed with client and used as guide during filming and edit)

Opening Title Montage.	Music / SFX
<p>CUT TO: Studio. Phyllis + Greg &amp; Penny.</p> <p>Lower Third Titles as required.</p> <p>Cutaways to products / graphics as required.</p> <p>(Note: The following script is a production draft only – and likely to be edited down for the sake of timing and brevity before we shoot on Aug.23. Greg – please edit your responses (below) in keeping with your tone. The key is to finalise the detail / content of both my questions and your answers)</p>	<p>PHYLLIS: Everywhere we turn these days organisations are asking us to save the earth, go green, reduce our carbon footprints.</p> <p>But there's one company that truly embodies the spirit of sustainability in the 21st Century.</p> <p>Ecotuitive is an exciting new company that specialises in developing some of the most innovative and cost-effective eco-solutions on the planet, for the planet.</p> <p>Joining us now is Ecotuitive's CEO, Greg Gerstl and Non-Executive Director , Penny Le Couteur. Welcome!</p> <p>GREG &amp; PENNY: Thank you.</p> <p>PHYLLIS: Greg, what is it about Ecotuitive that's going to make being green, easy?</p> <p>GREG: It really is simple. Ecotuitive is all about designing and marketing unique ecological sustainable products that deliver maximum results with a minimum of fuss.</p> <p>PHYLLIS: Penny, how does Ecotuitive source these products and solutions?</p> <p>PENNY: We're constantly developing new concepts and responses to environmental needs. And what we don't invent ourselves, we source by forging alliances with partners and manufacturers throughout the world that share our vision.</p> <p>GREG: Yes. We're committed to sustainable solutions as a company or in partnership with likeminded organisations.</p>

**VIDEO LINK:** <https://vimeo.com/channels/starscribecorporate/53417035>



### BrideMinded ~ Face Today ~ web intro

**Overview...** This video is one of many StarScribe produced for the BrideMinded E-Book project. We talked to merchants, wrote the scripts, shot, edited and uploaded.

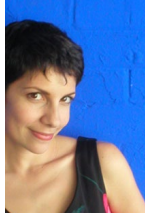
**Face Today...** Nicole Belle, founder of Face Today Mediclinic, welcomes you to the home of non-surgical body shaping, sculpting, slimming, cellulite treatments and much more. For head-to-toe bridal beauty treatments, visit [facetoday.com.au](http://facetoday.com.au).

**Responsibilities:** Client liaison, project concept, drafts and final script, presenter, talent co-ordinator and production supervisor.

#### SCRIPT EXCERPT:

<p>Fade up Face Today logo          TITLE:          Welcome to Face Today Mediclinic          Where lives and looks are enhanced</p>	<p>SFX:          FADE UP Music</p>
<p>FADE-IN:          Nicole in Face Today clinic:          LOWER-THIRD TITLE:          Nicole Belle          Founder, Face Today Mediclinic          FOOTAGE – mix in with PTC          * General views of clinic / int. + ext.          * Client(s) walking into Face Today          * Close-up of products / accessories          * General views of merchandise          * Nicole in consultation with client          * Nicole with client during session          * Nicole showing client products          * Close-up of glowing bride-to-be          * Client smiling with Nicole          * Client leaving Face Today, happy          CUT TO NICOLE in clinic:</p>	<p>Presenter (P) PTC:          Hello, my name is Nicole Belle and I'm the founder of Face Today Mediclinic – home to some of the most advanced, award-winning skin and beauty treatments in the world.          When it comes to bridal beauty, anything is possible at Face Today. Together with my team of highly-trained practitioners, we can help you achieve a look that's so natural, so radiant, your guests will see love's glow on your face – as well as feel it...          We love sharing Hollywood's best kept skin rejuvenation secrets with our clients. In fact, we're so passionate about your beauty – inside and out – we'll treat you to a complimentary Digital Skin Analysis to determine the most effective, pre-wedding day treatment for your face – and body.          Non-surgical and non-invasive, our treatments are perfect for the Mother of the Bride too.          My team and I look forward to giving your skin a new lease on life with breakthrough treatments that will truly amaze you.</p>

**VIDEO LINK:** <https://vimeo.com/channels/starscribecorporate/97818571>



### UWS School of Nursing ~ Namaste Aged Care Intro

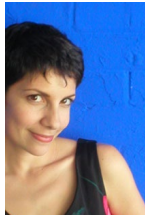
**Overview...** The University of Western Sydney briefed us to introduce a revolutionary program for Aged Care facilities – Namaste. A series of films were shown to admin staff, carers and the relatives of residents – including the overview (below) as well as guidelines for the planning and implementation of the program. Interviews, powerful vision of carers at work and selected music, produced a powerful project tool.

**Responsibilities:** Client liaison, project concept, drafts and final script, interviewer, talent co-ordinator and production supervisor.

**SCRIPT EXCERPT:** (agreed with client and used as guide during filming and edit)

<p>Throughout Joyce Simard Interview her on-screen responses are intercut with more visual elements from Namaste care program –</p> <ul style="list-style-type: none"> <li>* Brushing a resident’s hair.</li> <li>* Painting fingernails. *Blowing bubbles</li> <li>* Close up of a plush life-like animal.</li> <li>* Loved ones visiting / caring</li> </ul> <p>We also see contrasting ‘scenes’ ie. residential life BEFORE Namaste eg. – Resident not involved</p> <p>And then life DURING Namaste eg. – Resident in the Namaste room enjoying meaningful activities.</p>	<p>Joyce: We have a great deal to learn about living from our care of the dying.</p> <p>...even when a person is living in end-stage dementia, without speech and recognition, their spirit is still very much alive.</p> <p>And it’s this spirit, so obvious in their eyes and their smiles that we honour in the Namaste Care Program.</p>
<p>TITLE: Namaste – One word, a thousand blessings. Joyce Simard Interview (cont)</p>	<p>The word ‘namaste’ expresses a wish to ‘honour the spirit within’.</p> <p>It’s an ideal name for the program because Namaste Care is really all about honouring the essence of a person – through loving touch, meaningful activities and the presence of others.</p>
<p>TITLE: What is the Namaste Care program? Joyce Simard Interview (cont)</p>	<p>Namaste Care is a 7 day a week sensory-based program that integrates nursing care and visits from loved ones wherever possible.</p> <p>We believe everyone can play a role in creating a ‘better’ quality of life for people living in end-stage dementia – and it can be done through high-touch and meaningful activities that all residents enjoy.</p>

**VIDEO LINK:** <https://vimeo.com/channels/starscribecorporate/53417038>



### National Parks & Wildlife Service ~ Hazardous Trees

**Overview...** This internal training video was produced for the National Parks and Wildlife Service (as part of the NSW government). It's to inform firefighters and support staff of the dangers of hazardous trees – how to identify them and what actions to take. StarScribe worked with the client to develop a script and shooting schedule that would deliver – as well as making the first-time presenter confident on camera.

**Responsibilities:** Client liaison, project concept, drafts and final script, presenter, talent co-ordinator and production supervisor.

**SCRIPT EXCERPT:**

CUT TO TITLE: Identifying and Marking Hazardous Trees FADE-IN FOOTAGE: The smouldering remains of a bushfire. It looks deceptively safe.	SFX over a BLACK screen. Camera follows Geoff walking confidently through bushland. We hear the familiar sounds of a blazing bushfire. Crackling. Wind. Trees snapping. Sirens. Shouts.
Arborist, Geoff Goodwin walks through a 'normal' National Park setting, towards the camera to deliver PTC. LOWER-THIRD TITLE: Geoff Goodwin, Arborist, Mt Ann	You already know the rewards and risks that come with working in this environment. But did you know a lot of the risk is associated with these trees? This training video is your guide to identifying and marking hazardous trees quickly, safely and frequently.
FOOTAGE: Generic National Park scenes, trees, bushland, fire equipment, 'parkies' working in the field etc.	FEMALE VO: The department is always involved in the following high-risk, but mandatory, operations –
TITLE: 3. Managing Personal Safety BULLETS: over suitable photo or footage + first letter highlighted:	GG PTC: When beginning your hazardous tree assessment or any high-risk occupational activity, you should always remember the situational awareness procedure, "LACES" – – Lookout – Awareness – Communication – Escape Routes – Safety Refuges
FOOTAGE: Close up of GG in the Park – walking/talking to camera... GG leaning up against ute...	GG PTC: It's life-saving work that applies during emergencies and after the dust has settled. Stop. Look. Listen. React. And the next life you save, could be your own.

**VIDEO LINK:** <https://vimeo.com/channels/starscribecorporate/53162441>



# Phyllis Foundis

copywriting | video | TVC | direct | editorial | online

## TVC/VIDEO SCRIPTWRITING SAMPLES



### BrideMinded ~ Saigon Fabrics ~ web intro

**Overview...** This video is one of many StarScribe produced for the BrideMinded E-Book project. We talked to merchants, wrote the script, shot, edited and uploaded.

**Saigon Fabrics...** Welcome to Saigon Fabrics, home to an exquisite range of fabrics imported from Europe especially for you. Owned and operated by designer stylists, Jenny and Susi, this stunning emporium is brimming with French and Italian laces, silks, satins, beaded trims, diamantes, brocades and much more.

**Responsibilities:** Client liaison, project concept, drafts and final script, presenter, talent co-ordinator and production supervisor.

#### SCRIPT EXCERPT:

<p>Fade up Saigon Fabrics logo          TITLE: Welcome to Saigon Fabrics          An emporium of beautiful fabrics for all Bridal &amp; Formal Occasions</p>	<p>SFX:          FADE UP Music</p>
<p>FADE-IN:          Phyllis in Saigon Fabrics shop:          LOWER-THIRD TITLE:          Phyllis Foundis, Couture Reporter          FOOTAGE – mix in with PTC          * General views of shop / int. + ext.          * Client(s) walking into Saigon F          * Close-up of fabrics/ beading / details          * General views of stock          * Model browsing the racks          * Susi / Jenny with model / styling          * Susi showing the fabrics selection          * Close-ups of happy, stylish model          * Model out from dressing room          * Jenny with model in dress</p>	<p>Presenter (P) PTC:          Welcome to Saigon Fabrics, home to an exquisite range of fabrics imported from Europe especially for you.          Owned and operated by couture stylists, Jenny and Susi, this stunning emporium is brimming with French and Italian laces, silks, satins, beaded trims, diamantes, brocades and much more.          Over the last 30 years, these talented sisters' passion for premium styling and personal service has made them the trusted suppliers for brides, designers and celebrity clients all over the world.          From Bridalwear to evening and cocktail dresses, Jenny and Susi will oversee the hand tailoring of your bespoke gown as they work with a skilled team of designers and dressmakers – bringing to life the most incredible couture creation you will ever own.          We look forward to welcoming you to Saigon Fabrics here in this beautiful heritage-listed building. It's like a little piece of Paris, in the heart of Sydney.</p>

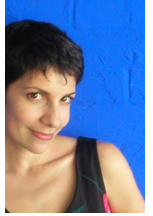
**VIDEO LINK:** <https://vimeo.com/channels/starscribecorporate/77190341>



# Phyllis Foundis

copywriting | video | TVC | direct | editorial | online

## TVC/VIDEO SCRIPTWRITING SAMPLES



### “Foundis” ~ TV Chat Show Series - Foxtel, WTV, C3I

**Overview...** “FOUNDIS” is an 8-Episode 30min TV talk show – recently broadcast on Foxtel, WTV Perth and C3I Melbourne. “FOUNDIS” is Beauty & The Beast in reverse. A show about men, for men and those who love them – “FOUNDIS” promises fireworks, fun and facts. Award-winning host, Phyllis Foundis takes us to the heart of what men really think and why?

NB: Teleprompter scripts from the show are included here to demonstrate my versatility to refine complex content into sharp, funny, light entertainment for broadcast.

**Responsibilities:** Show and episode development, drafts and final script, presenter and production supervisor – including show panel and VTR inserts, vox-pops etc

#### SCRIPT EXCERPT: Episode 1 – “The top 5 things about a man’s prostate”

<p>FOUNDIS symbol Flash. Phyllis PTC in front of studio cameras. Lower Third titles</p> <p>Opening title sequence Phyllis at panel desk</p>	<p>Hello I’m Phyllis and welcome to Foundis – the show that’s going to redefine our idea of the typical Aussie bloke in the 21st Century. ...’cause right now he’s confused about his role in society, he’s under pressure, maybe even feeling a bit inadequate.</p> <p>So instead of criticising, we’re going to celebrate the magnificent land of man. And I’ll be your tour guide.</p> <p>Together we’ll discover stuff you may not know about your man – inside and out. We may even bust a few man myths along the way.</p> <p>No, men aren’t useless. Yes, big boys should cry.</p> <p>No, I’m not a Stepford wife.</p> <p>I. Just. Love. Men.</p> <p>On tonight’s show we’re heading south to that small, mighty gland that makes human life possible. It’s the boss of orgasms and produces zinc-rich semen. I think it’s man’s original best friend – his prostate.</p> <p>So let’s find out why there’s much more to the humble prostate than meets the eye. Actually, the prostate never meets the eye – but we’ll get into that later...</p>
<p>FOUNDIS symbol Flash. Cut to studio prostrate exam.</p>	<p>Now this is a great place to examine a prostate and really get what’s gorgeous about it. And that’s the point, we don’t celebrate the beauty of us enough. We’re constantly being told about what can go wrong with our bodies, rather than what’s amazing about them. Beauty comes before decay.</p> <p>And yes, the prostate is beautiful.</p>

**VIDEO LINK:** <https://www.youtube.com/user/foundisshow>