Lights, Camera, Action!

- a portable television studio - is one of Mobile Ed’s most exciting, hands-on, and downright fun programs. In it, your students and staff get the opportunity to see "behind the scenes" of how movies and TV shows are made! Then, get in front of the camera and star in your school’s own video production that you can keep on DVD.

*Lights, Camera, Action!* is presented in an all-day format consisting of four grade-level assemblies approximately 45-minutes in length. Each session includes using a few students to act as "on-screen talent". There is also one final editing workshop, where a small group of six to ten pre-selected older students will work with the Mobile Ed crew to master the final production.

All groups are exposed to a demonstration of a digital, state of the art television studio and how it works. We show the different pieces of equipment and how simple special effects can be used to create a completely different atmosphere. Students will learn about chroma key, character generators, video and audio dubbing, and assorted other "tricks of the trade". There are always dozens of curious students looking to learn how their favorite TV show is made, so we recommend leaving some time for a question and answer session at the end of the show.

In an elementary school setting, younger students will be given "non-verbal" exercises such as jogging down a street, or water skiing. Some students will be shown how to fly like Superman or swim underwater using special effects.

In upper elementary and middle/junior high school settings, some students will get the chance to become anchors on the TV news, pitch products on commercials, give weather reports, host public service announcements, and rock out in a music video! Not only will they get to be on camera, but other volunteers will get to work as the crew, running the camera, holding microphones, and making sure the actors know their lines with cue cards.

After your entire school has had a chance to see how our TV studio works, a final workshop session will commence with a selected group of older students. Together with the Mobile Ed presenter, they will edit, title, and add music to the final DVD. You may want to make time at the end of the day to bring everybody back for a screening of your video!

*LCA* is it a great way to spark an interest in the fields of audio and video production, and meets the ever increasing needs to keep up with the latest in technology and multimedia.

For further information please call toll free: 1 - 8 0 0 - 4 3 3 - 7 4 5 9

26018 West Seven Mile Redford, MI 48240 • www.mobileedproductions.com
Assembly Information

This day long event is divided into a maximum of 4 assemblies and 1 workshop. The number of students attending the assemblies is only limited by the size of your facility. It must be said, however, that not all students attending the assemblies will appear on camera.

After all of the assemblies have been presented the workshop will take place. This workshop is an opportunity for 6-10 pre-selected older students to assist in editing the video together in a NEWS STATION format. Since this is a hands-on workshop, having more than 10 students will serve no purpose as the material is presented in a small close-up and fast moving manner. Much is to be accomplished in a limited amount of time.

The finished tape will be an edited version of many of the days events, which the school may keep.

Presentation Area • A 20’ by 30’ area (Not including the audience). Program must be on the ground floor. The equipment is extensive and heavy and cannot be moved up and down stairs. Please call with your specific concerns if this cannot be done.

Assistance Required:
- Two A.C. electrical outlets on separate circuits.
- Custodial or adult assistance for loading and unloading.
- Set up and tear down time is one hour.
- 2 tables and several chairs for teachers and performers.

Length of Sessions:
- Lower elementary assemblies are 30 minutes due to “attention span:”
- All other assemblies require 45 minutes.
- The assemblies are age appropriate to accommodate their capabilities.

Session Content:
- Demonstrations of how a television studio works showing different digital equipment and special effects including the use of chroma key, multiple video and audio mixing, and the use of a character generator.
- All sessions will use student assistants. Some students may be pre-selected by teachers or administrators for participation.
- Final session will edit all sessions into one master video tape which will be left with the school for their use. School must realize this is a learning situation and we can not guarantee the quality of the finished product. Every school is unique, both in students and the physical facility.

Specific Notes:
- We provide pre-printed cue cards and props.
- You may prepare your own reports; weather, music video, commercials, PSA, etc. Please review the guidelines for your school age group. A maximum of two reports will be taped during each session (due to time limits).

Sample Schedule:

<table>
<thead>
<tr>
<th>Session</th>
<th>Time</th>
<th>Grade(s)</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>9:00 - 9:30</td>
<td>(K &amp; 1)</td>
<td>1/2 hour</td>
</tr>
<tr>
<td>#2</td>
<td>9:45 - 10:30</td>
<td>(2 &amp; 3)</td>
<td>45 minutes</td>
</tr>
<tr>
<td>#3</td>
<td>10:45 - 11:30</td>
<td>(4 &amp; 5)</td>
<td>45 minutes</td>
</tr>
<tr>
<td>LUNCH</td>
<td>11:30 - 12:30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#4</td>
<td>12:30 - 1:15</td>
<td>(6)</td>
<td>45 minutes</td>
</tr>
<tr>
<td>#5</td>
<td>1:20 - 2:10</td>
<td>(Workshop for 10 students)</td>
<td></td>
</tr>
</tbody>
</table>

(Exact times may vary depending upon circumstances at the school)
Grade Level Session Requirements, Elementary School

Following are descriptions of the four 45 minute assembly sessions:

**All students appearing on screen must not be wearing any green clothing as this color will conflict with technical aspects of the chroma key effect.**

**K & 1ST** (30 minute session), **2ND & 3RD** (45 minute session)
Students will be selected and will be video taped either dancing with a superimposed character, running, or water-skiing flying like Superman or swimming underwater using chroma key and special effects (Action video, no speaking parts).

**4TH & 5TH** (45 minute session)
At least one commercial will be videotaped. One or two students will be used for each commercial. There are two options available for these commercials:

A: We will provide pre-printed cue cards and commercials.
B: Students may prepare one 30-60 second commercial which must have cue cards readable from 10 feet. Costumes or props may be used. Each commercial may use 1 or 2 students. They must be pre-rehearsed.

The backgrounds available for the commercials will include: a beach, a playground, a dog kennel, a barnyard, a city street, a haunted house (inside), a pipe lights.

One weather report will be videotaped. One student will be selected to present this segment. There are two options available for this segment:

A: We will provide pre-printed cue cards for the weather report.
B: Students may prepare a 30-60 second weather report which must have cue cards readable from 10 feet. Costumes or props may be used. One student must be pre-selected and rehearsed. The weather map provided is a generic weather map of the entire United States.

This session includes a question and answer period.

**5TH & 6TH** (45 minute session)
One public service announcement will be videotaped. One or two students will be used for each PSA. There are two options available for this segment:

A: We will provide pre-printed cue cards and PSAs.
B: Students may prepare two 30-60 second PSAs which must have cue cards readable from 10 feet. Costumes or props may be used. Each PSA may use 1 or 2 students. They must be pre-rehearsed.

One music video will be videotaped. Up to 4 students will be used. There are 2 options available for this segment:

A: We will provide pre-printed cue cards and there are common dance tunes available i.e. Twist, Macarena, Line Dances, etc. which may be used.
B: Students may prepare and rehearse a song of their own choice. Costumes and props may be used. Students must also provide their own music on a CD.

This session includes a question and answer period.

**5th or 6TH** (Final 50 minute workshop session) (Maximum of 10 students in a workshop format.) Newscast segment will be videotaped. Two, or as many as six pre-selected students will appear as “on air personalities” and to act as “hosts” for the final edited version of the days events. These students will be presenting the segments in a “news type format”. Cue cards for this segment are provided. If time permits one or two “school news” articles should be prepared in advance for “on air” reading by the “news anchors.” The final master tape of many sessions will be created in this session.

**IMPORTANT: All students appearing on screen must not be wearing any green clothing as this color will conflict with technical aspects of the chroma key effect.**
Following are descriptions of the four 45 minute assembly sessions:

All students appearing on screen must not be wearing any green clothing as this color will conflict with technical aspects of the chroma key effect.

I. One commercial will be videotaped. There are 2 options available for the commercials: One or two students will be used for each commercial.
   A: We will provide pre-printed cue cards and commercials.
   B: Students may prepare two 30-60 second commercials which must have cue cards readable from 10 feet. Each commercial may use 1 or 2 students, and must be pre-rehearsed. Backgrounds available for the commercials include a beach, a barnyard, a busy city street, or a playground. Costumes or props may be used.

II. One weather report will be videotaped. There are 2 options available for this segment:
   One student will be selected to present this segment.
   A: We will provide pre-printed cue cards for the weather report.
   B: Students may prepare a 30-60 second weather report which must have cue cards readable from 10 feet. One student must be pre-selected and rehearsed. The weather map used is a generic weather map of the entire United States. Costumes or props may be used.

III. One public service announcements will be videotaped. There are 2 options available for this segment:
   One or two students will be used for each PSA.
   A: We will provide pre-printed cue cards and PSA’s.
   B: Students may prepare two 30-60 second PSA’s which must have cue cards readable from 10 feet. Each PSA may use one or two students, and must be pre-rehearsed. Costumes or props may be used.

IV. One music video will be videotaped. There are 2 options available for this segment:
   Up to four students will be used.
   A: We will provide pre-printed cue cards and common dance tunes to choose from i.e. Twist, Macarena, Line Dances.
   B: Students may prepare and rehearse a song of their own choice. Students must also provide their own on a CD. Costumes and props may be used.

Each session includes a question and answer period, time permitting.

Final 50 minute session. (Maximum of 10 students in a workshop format)
Newscast segment will be videotaped. Two, or as many as six pre-selected students will appear as “on air personalities” and to act as “hosts” for the final edited version of the days events. These students will be presenting the segments in a “news type format”. Cue cards for this segment are provided. If time permits one or two “school news” articles should be prepared for on air reading by the news anchors.

The final master tape will have many, not necessarily all, of the segments done during the day sessions.