

SkillsUSA

2010 Contest Projects

Television (Video) Production (High School)

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2010 Secondary Prompt Television (Video) Production

Challenge:

Create a :60 second commercial for TV and/or the web to create awareness and excitement about the Kansas City Power & Light District.

Client:

The Kansas City Power and Light District

Content:

Your spot must include the following:

1. Location (downtown, multiple buildings, 8 blocks, etc)
2. Website
3. Not just middays (lunch), but night life social activities
4. We will give you a logo (.jpg) and a flyer of information

Target Audience:

30-55 yr. olds, (male and female).

Professionals

Educated

“High- tech” clientele (i.e. social networkers, web savvy)

Guidelines:

We do not have any special privileges for shooting, do not ask for them.

You can go only where the public can go.

You can only do what the public can do.

Do not damage floors with tripod legs. Please ensure that no metal spikes are protruding.

Teams who are causing disruptions or violating rules will be removed from the contest.

All audio must be acquired during production.

Time:

Be back at the room at 1:30pm for a one-hour block to record Voiceovers in a more comfortable and (hopefully) quiet environment.

SkillsUSA

2010 Contest Projects

Television (Video) Production
(College/Postsecondary)



2010 Post Secondary Prompt Television (Video) Production

Challenge:

Create a :60 second commercial for TV and/or the web to increase the number of new shoppers, diners, and couples visiting Kansas City's famous Country Club Plaza.

Client:

The businesses of Kansas City Country Club Plaza

Content:

Your spot must include the following:

1. Location: West 47th and Broadway St., Kansas City, MO
2. Shopping and indoor/outdoor dining opportunities
3. Convenient and plentiful parking
4. Something for everyone
5. Safe, beautiful, and romantic
6. Website: www.countryclubplaza.com

Target Audience:

Diverse demographics, due to the diverse range of businesses represented. Shoppers, diners, romantic encounters, fun for groups of friends.

Fast Facts:

- One of the oldest upscale shopping districts in the world (1923)
- Has been called the "Paris of the Midwest"
- Famous for its fountains and historical architecture (Spanish style)
- Nearly 200 shops, diners, attractions
- Live music outdoors throughout the year
- 18 outdoor dining opportunities

Guidelines:

Do not shoot video inside any businesses. Shuts cams off and fold up tripods to go inside for food, drink, rest.

We do not have any special privileges for shooting, do not ask for them.

You can do/go only what/where the public can do/go..

Teams who are causing disruptions or violating rules will be removed from the contest.

All audio must be acquired during production.

Time:

Be back at the shuttle drop-off at 1:15pm to return to our room for a one-hour block of time to record Voice Overs in a more comfortable and (hopefully) quiet environment.