

Proposed treatment for NSF “Plant Genome Video”

Length: 10-15 min.

Target audience: Grades 7-12

Overview: It is the client’s desire to grab the attention of an age group that can at times be hard to impress. Between MTV, video games and cell phones, teens this age are often accustomed to presentations that can be flashy and in your face. We are going to use this to our favor and turn plant genome research into a mini-menagerie encompassing (and to a degree satiring) pop culture (current and retro), social and cultural icons and institutions and modern teen life. There will be humor, an edge and information provided in consumable, memorable, and inspiring ways.

Imagine a combination of quirky animated characters and cutting edge state-of-the-art scientific imagery in fast-paced entertaining vignettes that weave together today’s scientific advancements and tomorrow’s discoveries in entertaining and interconnected segments. Throw in a tasteful mix of teen-friendly music and emphatic sound effects and serve the kids a dollop of genome that they’ll chew up.

Now imagine if you will, the Twilight Zone, hosted by an animated, malleable plant host named “Gene Ome”. Gene is Rod Serling-like at first, and in the introduction he takes us through a retro door opening to us to an unbelievable world where decades ago researchers in institutes and farmers in fields found ways to improve productivity, sustainability and dependability of the plants that modern man has become so dependent on. From increased yields to disease resistance, Gene guides us through a series of historical “real” events first often sepia-toned, then black and white and finally in the color tone faded or offset frames of early film and video. Gene leaves us with the uneasy thought of a Twilight Zone lacking the progress made in plant science as he then becomes the host between and within the 3 main segments: first highlighting corn, followed by cotton and then potato.

The corn story will be an earful. A spoof of reality television. “Survivor” meets “the Real World”. “Gene Ome” is now in the role of Survivor host Jeff Probst. Corn is set among a motley crew of ‘neer do wells’ with nothing but the desire of doing Corn harm. He makes alliances and proves his talents. He shows flashbacks of being “teosinte”. He explains the changes man engineered to make his nourishment more easily attainable and the further developments of oil and biomass uses. He explains the advantages and flexibility offered by being a

Survivor.

The cotton story will be “CSI: Cottonfield”: A highly visual investigation focusing on fibers and fabrics. There are flashbacks to early adaptations of the plant brought about by man. There are projections of what potential lies ahead. The story will feature info ranging from skyrocketing yields, to improved quality and disease resistance, to the benefits of reduced water consumption and pesticide use.

The final story will be a sitcom: “Everybody Loves Taters”. In a hybrid combining more traditional sitcom formulas with elements derived from the likes of “South Park” and “Beavis and Butthead”, “Taters” combines humor with science to make even “Late Potato Blight” palatable.

With the talents of four diverse artist/animators, a half dozen writers and one of the best audio editors in the Northeast US, only a company with Crewestone’s diversity and proven track record could pull off such a project. From biology to rocketry, we can take your story from subterranean Earth to the surface of Mars.