

## NAVIGATE THIS DOC

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## PROJECT SUMMARY

- **Objective & audience**
  - Show GVSU students that there is a new Laker Link app and that it is so modern and exciting and easy to use!
- **Quantity and style notes**
  - A series of 3, 10-15 second videos. Quick, silly.
  - A fourth, longer video in infomercial style that references the 3 original short videos. More tutorial-like, similar to the E-board video.
- **Distribution details**
  - Post each video on social over time.
  - Once all the videos are made, create a compilation to share in the newsletter? On OSL site? On social?
  - After Spring Break
- **Content**
  - Each video will be based around an old-timey form of communication. The student on camera will be trying to use the old-timey thing to learn about all 400 student orgs at GVSU and, naturally, it is very difficult and inconvenient. Scene cuts and a voice (?) says “there’s an easier way to do this... Laker Link is an app now!” (paraphrasing).
- **Production notes**
  - Art
    - Pigeon options
      - [4 pigeons for \\$19.99](#)
      - [2 pigeons for \\$10.49](#)
      - [3 foam pigeons for \\$9.99](#)
- **Other notes:**
  -

**SCRIPT #1: BIG DUSTY BOOK (final)**

Script details:

- Art (highlighted in script)
  - Backpack
  - Cart of books
  - Stack of books (11ish)
    - At least one of the book needs to have customized cover
- Talent (not confirmed)
  - STUDENT: Liz from Student Senate
  - STAFF: Megan :)
  - EXTRAS: 2-7 (reading, walking around the lib, etc.)

V2 - LE (final)

VIDEO	AUDIO
<p><b>Mary Idema Pew Library (INT)</b></p> <p><b>STUDENT</b> puts their <b>backpack</b> down and sits at a table. <b>STAFF</b> approaches them, wheeling over <b>a cart of books.</b></p>	
<p><b>STAFF</b> speaks directly to <b>STUDENT</b></p>	<p><b>STAFF (dryly):</b> Are you the student who asked for more information about student organizations?</p>
	<p><b>STUDENT:</b> Yes! That was me.</p>
<p><b>STAFF</b> grabs a <b>massive stack of books (11ish)</b> and drops them onto the table with a loud thud. A little bit of dust flies into the air as the books hit the table. <b>STAFF</b> wheels her cart away without saying another word.</p>	
<p><b>STUDENT</b> is a little startled. She attempts to wipe some more dust off the top book.</p>	
<p><b>CUT TO</b> <b>close-up of the book cover.</b> It says "GVSU Registered Student Organizations: Volume 1 (of 11)"</p>	<p><b>STUDENT</b> (muttering to herself): ELEVEN volumes?!</p>

<b>CUT TO</b> a series of medium shots showing <b>STUDENT</b> feverishly flipping through the books. She yawns and starts to fall asleep (this is a fast series of shots to imply that a lot of time is passing)	
<b>FREEZE FRAME</b> on <b>STUDENT</b> half asleep, still reading	<b>PARKER VO:</b> There's an easier way to do this.
<b>B-ROLL:</b> downloading the Suitable app, opening it and logging in	<b>PARKER VO:</b> With the new Suitable app, you can access LakerLink right from your phone and explore hundreds of Registered Student Organizations.
"Get involved." flips to "Become more." (see student story videos)	<b>PARKER VO:</b> Get involved. Become more.
LakerLink + Suitable app logo	<b>PARKER VO:</b> With LakerLink, powered by Suitable.
OSL header. GVSU logo.	

**SCRIPT #2: CARRIER PIGEON (final)**

*Script details:*

- *Art (highlighted in script)*
  - *Fake pigeons (preferably around 7)*
  - *Tiny paper scrolls (1 per pigeon)*
  - *1 of the scrolls needs to have a list of RSOs*
- *Talent (not confirmed)*
  - *STUDENT: Phill*
  - *No extras needed*

**V1 - GH + LE Edits (final)**

VIDEO	AUDIO
<b>EXT LGBT Center (balcony)</b>  Medium shot: Side profile of <b>STUDENT</b> leaning over the balcony, scratching their head thoughtfully	

<b>STUDENT</b> is still facing the balcony, as if declaring their message to the world below	<b>STUDENT:</b> I yearn to know more about student organizations at Grand Valley! I hear there are hundreds, but I just don't know where to start...
<b>CUT TO</b> wider shot  <b>STUDENT</b> is still staring over the balcony longingly	<b>STUDENT:</b> I need a big list of all the clubs so I can figure out which ones to try...
A <b>carrier pigeon</b> flies (is thrown by someone out of frame) through the air and hits <b>STUDENT</b> right in the head and then falls to the ground	<b>STUDENT 1:</b> Ow!
<b>CUT TO</b> close-up of <b>STUDENT</b> picking up the <b>pigeon</b> and pulling a <b>tiny paper scroll</b> from its claws	<b>STUDENT:</b> What's this? A carrier pigeon? With a message?
<b>CUT TO</b> over the shoulder shot (so we can see <b>STUDENT</b> reading the scroll)	<b>STUDENT:</b> A list of student organizations! Euchre Club, Alternative Breaks, the Pre-Nursing Association...wait — it says "message one of 11"?
A <b>second carrier pigeon</b> (with a small scroll taped to its leg) flies into <b>STUDENT's</b> head.	<b>STUDENT:</b> Oh! It's another -
Gradually, more and more carrier pigeons fly into frame, bombarding <b>STUDENT</b> . <b>STUDENT</b> shrieks in terror and falls to the ground .	
<b>FREEZE FRAME</b> on pigeon impact	<b>PARKER VO:</b> There's an easier way to do this.
<b>B-ROLL:</b> downloading the Suitable app, opening it and logging in	<b>PARKER VO:</b> With the new Suitable app, you can access LakerLink right from your phone and explore hundreds of Registered Student Organizations.
"Get involved." flips to "Become more." (see student story videos)	<b>PARKER VO:</b> Get involved. Become more.
LakerLink + Suitable app logo	<b>PARKER VO:</b> With LakerLink, powered by Suitable.
OSL header. GVSU logo.	

**SCRIPT #3: TOWN CRIER (final)**

Script details:

- Art (highlighted in script)
  - platform/stool of sorts
  - Large scroll
- Talent (not confirmed)
  - TOWN CRIER: Leah

**V1 - [GH]**

VIDEO	AUDIO
<p><b>Outside by the clock tower</b></p> <p><b>TOWN CRIER</b> stepping up on to a platform (stool of sorts?)</p>	
<p><b>TOWN CRIER</b> speaking to the townsfolk</p>	<p><b>TOWN CRIER:</b> *ahem* Hear ye, hear ye! I am here to present the official list of the registered student organizations at Grand Valley State University.</p>
<p><b>STUDENTS</b> (dressed in normal, modern clothes) stop to listen, some take out their headphones, some ignore her and keep walking</p>	
<p>They partially open up a scroll and begin to read</p>	<p><b>TOWN CRIER:</b> Let's see here... photo club! Oh that's fun... alternative breaks... pre-veterinary club... puzzle club...</p>
<p><b>TOWN CRIER</b> unfurls the scroll dramatically and it rolls onto the ground (it's approx. 10 feet long)</p>	
	<p><b>TOWN CRIER:</b> Where was I... OH right ok... beekeepers club... ooo, seems dangerous... rowing... belly dance club...</p>
<p>CUT TO student reactions (confused, annoyed, exchanging looks with each other) as <b>TOWN CRIER</b> continues.</p>	<p><b>TOWN CRIER:</b> (improvises more student organizations)</p>
<p><b>FREEZE FRAME</b> on student reaction (disgusted)</p>	<p><b>PARKER VO:</b> There's an easier way to do this.</p>

<b>B-ROLL:</b> downloading the Suitable app, opening it and logging in	<b>PARKET VO:</b> With the new Suitable app, you can access LakerLink right from your phone and explore hundreds of Registered Student Organizations.
“Get involved.” flips to “Become more.” (see student story videos)	<b>PARKER VO:</b> Get involved. Become more.
LakerLink + Suitable app logo	<b>PARKER VO:</b> With LakerLink, powered by Suitable.
OSL header. GVSU logo.	

**SCRIPT #4: CONCLUSION (final)**

Script details:

- *Art (highlighted in script)*
  -
- *Talent (not confirmed)*
  -

**V1 - [GH] [LE edits - final]**

<b>VIDEO</b>	<b>AUDIO</b>
	<b>PARKER (VO):</b> Are you tired of having to look up GVSU student organizations the old fashioned way?
<b>WIPE TO:</b>	
<b>STAFF</b> speaks directly to <b>STUDENT</b>	<b>STAFF (dryly):</b> Are you the student who asked for more information about student organizations?
	<b>STUDENT:</b> Yes! That was me.
<b>STAFF</b> grabs a massive stack of books (11ish) and drops them onto the table with a loud thud. A little bit of dust flies into the air as the books hit the table. <b>STAFF</b> wheels her cart away without saying another word.	

<b>STUDENT</b> is a little startled. She attempts to wipe some more dust off the top book.	
<b>CUT TO</b> close-up of the book cover. It says “GVSU Registered Student Organizations: Volume 1 (of 11)”	<b>STUDENT</b> (muttering to herself): ELEVEN volumes?!
<b>FREEZE FRAME</b>	<b>PARKER (VO)</b> : Do you find learning more about student orgs sometimes...inconvenient?
<b>WIPE TO</b>	
A carrier pigeon flies (is thrown by someone out of frame) through the air and hits <b>STUDENT</b> right in the head and then falls to the ground	<b>STUDENT 1</b> : Ow!
<b>CUT TO</b> close-up of <b>STUDENT</b> picking up the pigeon and pulling a tiny paper scroll from its claws	<b>STUDENT</b> : What’s this? A carrier pigeon? With a message?
<b>CUT TO</b> over the shoulder shot (so we can see <b>STUDENT</b> reading the scroll)	<b>STUDENT</b> : A list of student organizations! Euchre Club, Alternative Breaks, the Pre-Nursing Association...wait — it says “message one of 11”?
A second carrier pigeon (with a small scroll taped to its leg) flies into <b>STUDENT</b> ’s head.	<b>STUDENT</b> : Oh! It’s another -
Gradually, more and more carrier pigeons fly into frame, bombarding <b>STUDENT</b> . <b>STUDENT</b> shrieks in terror and falls to the ground .	
<b>FREEZE FRAME</b>	<b>PARKER (VO)</b> : Looking for a less annoying way to get involved?
<b>WIPE TO:</b>	
<b>TOWN CRIER</b> unfurls the scroll dramatically and it rolls onto the ground (it’s approx. 10 feet long)	
	<b>TOWN CRIER</b> : Where was I... OH right ok... beekeepers club... ooo, seems dangerous... rowing... belly dance club...

<b>CUT TO</b> student reactions (confused, annoyed, exchanging looks with each other) as <b>TOWN CRIER</b> continues.	<b>TOWN CRIER:</b> <i>(improvises more student organizations)</i>
<b>FREEZE FRAME</b>	<b>PARKER (VO):</b> Well now, there's a better way
<b>PARKER</b> speaks directly to camera	<b>PARKER:</b> Introducing the brand new LakerLink app, powered by Suitable.
<b>CUT TO</b> new angle - <b>PARKER</b> speaks directly to camera	<b>PARKER:</b> With the new LakerLink app, all 400+ Registered Student Organizations can fit right in your pocket...
<b>B-ROLL:</b> screen recording of downloading the app, logging in, and scrolling through RSOs	<b>PARKER (VO):</b> All you need to do is go to the App store or Google Play Store and download the "Suitable" app. Log in with your GVSU credentials and BOOM — now you have info about every single Registered Student right on your phone.
<b>B-ROLL:</b> screen recording of scrolling through events calendar and badging	<b>PARKER (VO):</b> You can also check out upcoming events and earn badges for completing certain tasks. It's your one stop shop for all things campus involvement.
<b>PARKER</b> speaks directly to camera	<b>PARKER:</b> This is the year for you to try something new, pursue your passions, try something new, make new friends, and get involved.
<b>GRAPHIC:</b> LakerLink (powered by Suitable)	<b>PARKER (VO):</b> Your journey starts here. LakerLink, powered by Suitable.
<b>GRAPHICS:</b> OSL header, GVSU logo	

**CUT - MINI VIDEO SCRIPT #2- Message in a bottle**

V1 - [GH]

VIDEO	AUDIO
STUDENT 1 running down the shore of a beach, very dramatic like	

**Suitable App General Promotion**

**Office of Student Life**

*Winter 2025*

*Script by Grace Hasley & Leah Erben*

**PROMOTIONS OFFICE**

STUDENT 1 drops to their knees in defeat	STUDENT 1: I just want to know what student organizations there are at Grand Valley!
Bottle with a roll of paper in it rolls onto shore, pushed by the waves	
STUDENT 1 picks up bottle curiously	STUDENT 1: Could this be?
STUDENT 1 pulls paper from inside and opens it up	
STUDENT 1 smiling and reading the paper	STUDENT 1: It is!
STUDENT 1 holding paper above their head in triumph, near tears of joy	STUDENT 1: Over 400 student organizations, right in my two hands!
FREEZE FRAME on student triumph	STUDENT 1 (voiceover): There's an easier way to do this
Suitable app logo	