



All you Need is Love!

Skit/Video Concept Overview Sample (Template VII A)

"Are You Smarter Than a 5th Grader?"

Overview

Concept Description

A different video will be shown during the last four Sundays of July 2016 during "The Week Ahead" portion of the morning worship service.

Theme

The theme of the promotion is: "Are you smarter than a 5th grader?"

Video Composition

Each video will consist of two distinct scenes. Only Scene 1 will change in each of the 4 videos. Scene 2 will be repeated in each video. Each scene will be taped in a separate location and edited so that they flow together:

Scene 1: In four different settings, (one for each of the four videos) a different young student from the church interacts with an adult by asking him/her 3 questions (stupid fifth-grade jokes) to find out if they are smarter than a fifth-grader. The adult is unable to answer any of the questions correctly. The adult turns to the camera and asks the audience, "Are YOU smarter than a 5th grader?"

Scene 2: Dennis Boswell stands in front of a banner in the foyer of the sanctuary and describes ways in which church members can become involved in the school ministry. As he finishes, an Unidentified Man walks through the field of view while singing aloud the chorus of the song, "They Will Know We Are Christians by Our Love".

Note: This same clip will be used as Scene 2 for each of the 4 videos.

Note: In Video #4 the ending of Scene 2 will include an added clip that reveals the identity of the Unidentified Man.

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