

# Angel Flight

Video Treatment



# Foreword

All images used in this document are example only and by no means final. They are only intended to communicate the tone and visual style of the proposed video.

## A little bit about me



Hi! My name is John Oldroyd and I'm a commercial filmmaker specialising in narrative & documentary style filmmaking. I have an eye for visual storytelling that I've developed from my career working in the post production industry. Some of the clients I've worked for include Disney, Marvel, Fox Studios and many Australian television productions, commercials and films.

Lately I've been interested in creating films that have a positive impact and have worked with sustainable organisations such as The Melbourne Food Hub to create short documentaries that spread their message. I'm excited to have the opportunity to do the same for Angel Flight!





# Story & Casting

# Story.

I'd just like to start by saying that the idea of creating a video with one of your frequent passengers and the Melbourne based Father and Son volunteer duo is fantastic and I'm excited to help bring it to life. It's a story many would love to hear and is perfect for demonstrating the importance of the services Angel Flight provides.

My plan is to set up a couple of brief interviews. One with a frequent passenger (or passengers), another with the Father and Son duo together and then (if possible) a ride along with the father and son separately to get footage of them in action.



Story cont.

**The passengers:** Interview questions will focus on the impact that Angel Flight's services and volunteers have on passengers' lives and will explore their personal stories and experiences with the service.

**The Volunteers:** Questions will focus on why they volunteer with Angel Flight, their unique relationship as volunteers working together to help others and their personal stories and experiences helping passengers receive the medical attention that would otherwise be unavailable to them.

A dramatic, low-key photograph of a person's profile, mostly in shadow. The person's face is mostly obscured by deep shadows, with only the contours of their nose, lips, and chin highlighted by a soft, warm light source from the right. The background is dark and out of focus, with some vertical light streaks visible on the far right. The text "Tone & Structure" is overlaid in a clean, white, sans-serif font in the center of the image.

# **Tone & Structure**



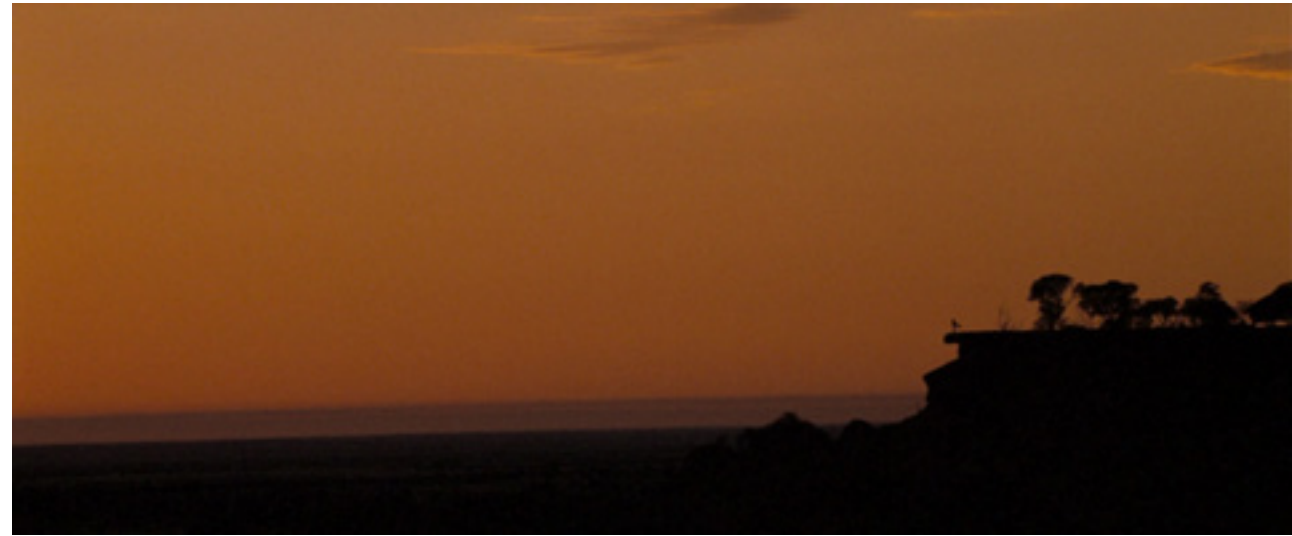
## Similar Commercials.

The following are a brief list of hyperlinks to commercials that strike a similar aesthetic and tone to the proposed video.

[“We are the St Vincent de Paul Society” - Vinnies Australia](#)

[“Help Rescue Christmas” - The Salvation Army USA](#)

[“RFDS TV Commercial” - Royal Flying Doctor Service of Australia](#)





## Visual Reference

We open with the volunteers preparing for their missions set to the Angel Flight theme on piano. Will feature audio clips from the interviews of the volunteers talking about their personal stories of life before volunteering with Angel Flight.





Here we introduce a frequent passenger. We'll show clips from the interview telling their story of life before they received help from Angel Flight and the uncertainty of their situation. We'll inter-cut with key moments from the **volunteer's** interviews about their time with Angel Flight.





These clips will show the dynamic between the Melbourne based father and son volunteer duo. These scenes explore the positive impact volunteering with Angel Flight has had on their lives and the why behind volunteering so extensively. Questions will also explore what volunteering with Angel Flight means to them, what motivates them, and the positive experiences they've had helping passengers access specialised medical treatment.





Clips showing a typical mission for the two volunteers. We'll have audio clips from the interview talking about what having run the most missions in Angel Flight history means for them, and the many lives they've impacted.





We'll use more soundbites and footage from the passengers speaking about Angel Flight's impact on them and the experiences they've shared with the volunteers. We'll then conclude by showing the positive impacts on both the volunteers and the passengers with uplifting moments from the interviews.

Throughout the video I'd also like to create subtle visual motifs to homage the Angel Flight ad "Signs" as it is an incredibly memorable and nostalgic ad for many Australians.











Execution





## Filming.

We'll shoot a series of interviews over a couple of days in March. We are flexible so just one or two hours of their time on a date that best suits their schedule will give us plenty to work with.

Once we have filmed an interview with a passenger/s and the two volunteers, if possible we'd like to organise a brief ride along so we can capture the volunteers in action and showcase what a typical mission might look like for potential future passengers.

We can create a few edits that best suit the platforms you'd like to use the video (social media, events etc).

## Conclusion

### **Thank you!**

Thank you for taking the time to read this document! I look forward to hearing your thoughts and any ideas you might want to include in the video.

Please don't hesitate to contact me with any questions you might have.

# Contact.

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