

The Making of Juice Quest



Goals and Strategy

1. Connect with something I'm passionate about
2. Use family/friends and available resources
3. Develop and practice video-making skills
4. Develop a following/audience
5. Have fun!

Getting started

- **Target audience:** those interested in eating/drinking more vegetables/raw foods.
- **Mission:** provide easy-to-understand, fun (and entertaining) instruction and introduction to juicing.
 - Explain benefits
 - Interact with guests

Production Approach



New juicer



Line up ingredients



First juice



First taster

Preproduction Documents

Scripts and call sheet

11/16 - 11/20

DATE: November 15, 16 and 18 Location 1 Location Name: Positek Kitchen 8612 Wolltrap Road Vienna, Va 22182	DATE: November 19, 20, 21 Location 2 (if needed) Location Name: Pam's kitchen at Condo 820 N Pollard Street, #314 Arlington, VA 22203	DATE: November 19, 20, 21 Location 3 Location Name: Positek Kitchen
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POSITION	Crew		PHONE	EMAIL
	FIRST NAME	LAST NAME		
Producer	Pam	Willenz	703-403-7026	pam@positek.net
Director	Pam	Willenz	703-403-7026	pam@positek.net
Host	Pam	Willenz	*	pam@positek.net
Camera Assistant	Chris	Gardner	703-242-1815	chris@positek.net
Arp				
Staffer				
Audio Engineer				
Makeup Artist				
Production Assistant				
Guest	Chris	Gardner	703-242-1815	chris@positek.net
Guest	Nicole	Gardner	703-242-1815	nicole@positek.net
Guest	CJ	Gardner	703-242-1815	
Guest	Astro	Gardner	703-242-1815	
Guest	Mike	Hieb		mhieb@mindspring.com
Guest	Dakia	Teicher		dteicher@hawaii.com

SCRIPT FOR JUICE QUEST - Episode02

(2)

"Welcome to Juice Quest. Today we are going tropical and are going to combine a yummy tropical fruit - pineapple - with some greens, mostly romaine lettuce."

(3)

"Romaine is in the leafy green family and is higher

SCRIPT FOR JUICE QUEST PROMO

(3)

"Hi all you health enthusiasts. I'm Pam, fellow health enthusiast. I am going to show you how to take your health to a new level. Come with me on my quest to learn how create great juice in my video series on juicing."

(4)

"I will share recipes, reasons why juicing is so beneficial, especially for those having health issues."

Storyboards

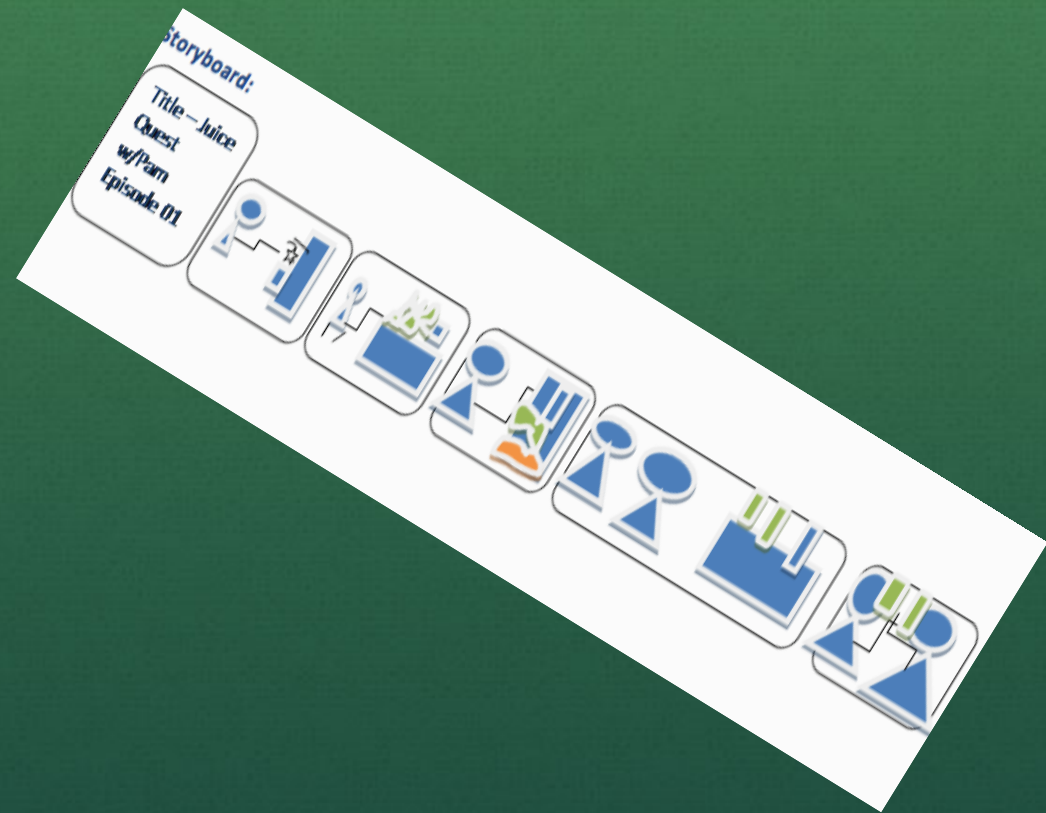
Video 1 - ~~Blank screen~~ - fade to still of #3 on kale

Video 2 - Pam standing next to juicer, holding ingredients. "Welcome to Juice Quest. Today we are going to celebrate a pre-thanksgiving with a cranberry citrus juice - called 'Quest-giving'. Besides cranberries, we will use oranges, apples, butternut squash and some greens...you got to have greens."

Video 3 - Pam puts ingredients on counter. "Before you indulge in turkey, stuffing, potatoes and pie, boost your immune system with juice. Cranberries are a great source of Vitamin C, have anti-inflammatory and anti-cancer properties. Butternut squash is a huge source of Vitamin A, which strengthens vision, bones and the immune system. We all know how good apples and oranges are...and the greens...I think they speak for themselves..."

Video 4 - Pam and Mike sitting at counter. "Today's guest is Mike. He enjoys trying different foods and drink. Recently, Mike has become quite the Belgium ~~connoisseur~~. Let's see how he likes our thanksgiving juice."

Video 5 - Pam and Mike raise glasses. Clink. "Cheers". Pam - How do you like the juice? How does it compare to a good Belgium beer? What would ~~eddie~~ say? (Pam whispers to the camera, "Mike loves the romans...")



Shopping for ingredients

Shopping for ingredients

Needed three recipes:

- Green Juice
 - Citrus-Romaine Juice
- Thanksgiving Medley



Equipment

<http://store.sony.com/p/HDR-XR100/en/p/HDRXR100>



http://www.sennheiserusa.com/professional_xs_wireless_microphone_system_l2_presentation_set



More equipment



<http://www.rolandus.com/products/details/757>

Wave/Mp3 recorder

Three Guests



Technical Observations



Episode I





Episode 2





Episode 3

Why is Juice Quest Unique

- Fun guest interaction
- Entertaining, lighthearted
- Health information
- Short and concise
- Visual
- Music

Future Plans

- Continue series – possibly as part of Capstone
- Incorporate with PosiTek
- Develop a once a month series
- Develop blog/website to go with series



Marketing Approach

Press Release



New video podcast “Juice Quest with Pam” offers entertaining instruction on juicing

Now available in iTunes and Blip TV

WASHINGTON, DC (December 10, 2012) - New web series offers entertaining and informative look at juicing and is now available through [iTunes](#) and [Blip TV](#). The series is for all ages and for those who are interested in consuming more raw vegetables and eating more nutritiously.

Juice Quest with Pam provides easy-to-understand, fun instruction and introduction to juicing. Learn recipes that include vegetables and fruits that go well together, facts about the benefits of juicing and enjoy watching guests taste different juices.

“Juice Quest adds fun and entertainment with learning a new skill,” says host and creator of the show, Pam Willenz. “Audiences will see how easy it is, how much nutrients and health benefits you can get in one serving of juice. Episodes are short (less than five minutes) and include outtakes at the end.”

The first episode came out this week. The second episode will come out December 20 and following episodes will be released bi-monthly.

About Juice Quest with Pam

Based in Vienna, Va., Juice Quest with Pam provides listeners with short, fun, easy-to-understand episodes on how to juice vegetables and fruits and gain health benefits. Hosted by Pam Willenz, Juice Quest with Pam is available on [Blip TV](#) bi-monthly and is available for subscription at [iTunes](#).

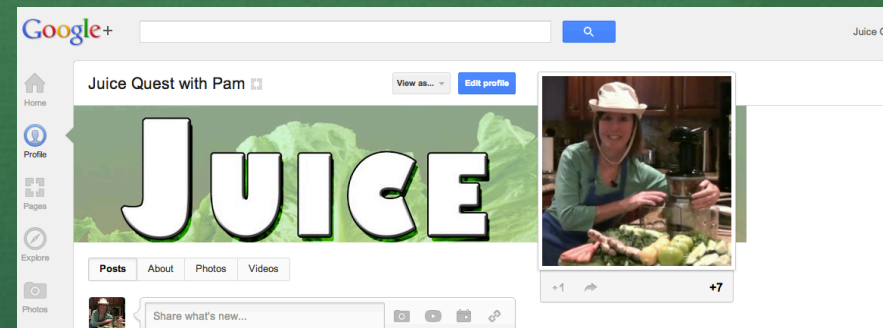
Contact Pam on Twitter @PamelaBWillenz

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Artwork for branding



Artwork on Social Networks



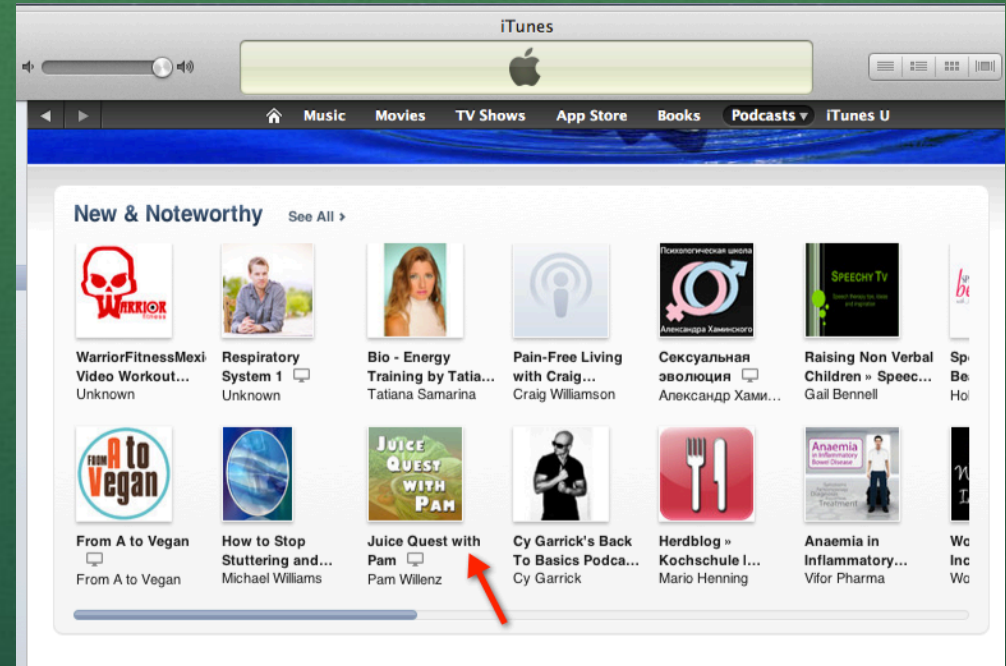
Show sites

- Blip TV
- Google+
- iTunes
- Twitter
- Vimeo
- Facebook



Pamela Willenz @PamelaBWillenz 24 Nov
Enjoy #thanksgiving weekend with a new web series on juicing: [youtube.com/user/JuiceQuestwithPam](https://www.youtube.com/user/JuiceQuestwithPam) get entertained and learn easy recipes
Expand

Pamela Willenz @PamelaBWillenz 23 Nov
Watch web series on my juice quest and take advantage of Black Friday and shop for a juicer. bit.ly/TTuEEen



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From A to Vegan From A to Vegan	How to Stop Stuttering and... Michael Williams	Juice Quest with Pam Pam Willenz	Cy Garrick's Back To Basics Podca... Cy Garrick	Herdblog » Kochschule I... Mario Henning	Anaemia in Inflammatory... Vifor Pharma

Sample Social Media

Juice Quest with Pam
December 4 via HootSuite

Juice Quest first episode coming out this week – Pam and Guest arm wrestling – the juice won!



Juice Quest with Pam
November 26

Behind the scenes of shooting juice quest – new web series on learning how to juice and getting great health.

New web series coming early December
<http://www.youtube.com/user/JuiceQuestWithPam?feature=guide>



Like Comment Share

Screen shots of social media – promote web series

Thursday, November 22, 2012

Tweets



Pamela Willenz @PamelaBWillenz

22 Nov

Look forward to recovering from t-giving indulgence with new web series - Juice Quest with Pam on Blip blip.tv/juicequestwith... via @Blip

[View summary](#)

Friday, November 23, 2012



Juice Quest with Pam 10:58 AM - Public

Recover from thanksgiving overindulgence with some juice.

Check out my new web series on juicing - Promo

Series starts beginning of December.

http://www.youtube.com/user/juicequestwithpam?feature=results_main

Juice Quest With Pam - YouTube

web series of Pam's journey to learn how to juice. A funny, informative series that will inspire you to start juicing for your health.

+1

Juice Quest with Pam Dec 7, 2012 - HootSuite - Public
Get ready for some juice. Watch Episode 1 in iTunes and enjoy the quest (Don't miss outtakes at end) <http://ow.ly/YREQ6>



Juice Quest with Pam

Preview and download the podcast Juice Quest with Pam on iTunes. Read episode descriptions and customer reviews.

Lessons learned

- Check audio, lighting throughout shoot
- Preproduction materials make all the difference
- Schedule plenty of time for video editing
- Use resources: lynda.com, other tutorials
- Have plenty of juice

