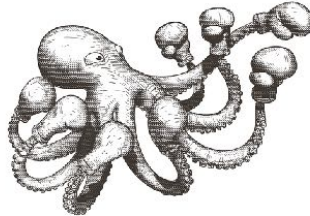


# RadicalMedia®



M U L L E N L O W E

# jetBlue®

## Pre Production Book

“Money” - :30

“Bundt” - :30

“Snowflakes” - :30

“Piano” - :30

Director: Steve Miller  
Shoot Location: Montclair, NJ  
Shoot Dates: November 20 & 21, 2017  
Job #2690

All information contained herein shall be considered Production Company's proprietary and confidential information and shall not be disclosed or disseminated in any manner to any third party not associated with this production without written authorization of Production Company. Any breach of the foregoing may result in disciplinary action.

PERSONNEL

CALENDAR

SCRIPTS

SHOOTING BOARDS

ART REFERENCE

LOCATION INFORMATION

TALENT

WARDROBE REFERENCE

CREW

VENDORS

# RadicalMedia®

PERSONNEL

Job #2690

**CLIENT**

**JetBlue**  
27-01 Queens Plaza North  
Long Island City, NY 11101

**Tel: 718.709.2202**

Heather Berko  
Morgan Verdi  
Cindy De La Rosa

Manager, Advertising & Content  
Senior Analyst, Advertising & Content  
Analyst, Advertising

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Dave Weist  
Julia Neumann  
Amy Ferguson  
Patrick Regan  
Mike Schneberg  
Dan Pappas  
Ira Kantsurova  
Zeke Bowman  
Brian Smith  
Kimberly Reid  
Emily Brooks  
Matt Duerr  
Beba Rivera  
Amy Keddy

Executive Creative Director  
Executive Creative Director  
Creative Director  
Creative Director  
Senior Copywriter  
Senior Copywriter  
Senior Art Director  
Art Director  
Director of Integrated Production  
Executive Producer  
Assistant Producer  
Group Account Director  
Account Director  
Senior Account Executive  
Senior Business Affairs Manager

**PRODUCTION**

**RadicalMedia**  
435 Hudson Street, 6th Floor  
New York, NY 10014

**Tel: 212.462.1500**

Steve Miller  
Gregg Carlesimo  
Frank Dituri  
Jon Dino

Director  
Executive Producer  
Head of Production  
Producer

**EDITORIAL**

**Arcade Edit**  
220 5th Avenue  
New York, NY 10001

**Tel: 212.239.0223**

Kyle Brown  
Sila Soyer

Editor  
Executive Producer

**RadicalMedia  
Steve Miller  
JetBlue**

**"Money", "Bundt", "Snowflakes" & "Piano" // 4 x :30  
proposed production schedule**

11/15/17 9:50

Job #2690

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5-Nov	6-Nov	7-Nov Call with Agency  Submit Estimate	8-Nov Submit Revised Estimate  Prep Cast	9-Nov  Cast	10-Nov  Cast	11-Nov  <i>Veteran's Day</i>
			Scouting			<i>US HOLIDAY</i>
			<b>JOB AWARDS 11am EST</b>		<i>Veteran's Day Observed Union Holiday</i>	
12-Nov	13-Nov  Cast  Director Scout	14-Nov  Review Casting  Prep Callbacks  Locations Approved - AM	15-Nov  Callbacks @ 10:00am at RadicalMedia  Talent Approved - EOD	16-Nov  Tech Scout @ 9:30am from RadicalMedia	17-Nov  Pre Pro Meeting @ 1:00pm and Fittings @ 3:00pm at RadicalMedia	18-Nov
19-Nov	20-Nov  <b>SHOOT Day 1 of 2 NY Studio Zone Location</b>  "Money" "Bundt"	21-Nov  <b>SHOOT Day 2 of 2 NY Studio Zone Location</b>  "Snowflakes" "Piano"	22-Nov	23-Nov  <i>Thanksgiving</i>  <i>US/UNION HOLIDAY</i>	24-Nov  <i>Day After Thanksgiving</i>  <i>UNION HOLIDAY</i>	25-Nov
26-Nov	27-Nov	28-Nov	29-Nov	30-Nov	1-Dec	2-Dec
3-Dec	4-Dec	5-Dec	6-Dec	7-Dec	8-Dec	9-Dec

**"MONEY"**

Open on two brother's in-law clearing plates from a holiday meal in a kitchen. Man 1 pats Man 2 on the back. We notice Man 2 hits a button on his phone.

**MAN 1:**       **Thanks for hosting us.**

**MAN 2:**       **Happy you came.**

MAN 1 proceeds to grab a plate until his phone chimes with an alert, which he checks.

*SFX:*           *PHONE CHIME*

**MAN 1:**       **Did you just send me a request for 113 dollars and 32 cents?**

**MAN 2:**       **I did, yeah. I just thought since I hosted and bought everything—you could chip in for your share, that'd be great.**

**MAN 1:**       **Like pay you, in money?**

**MAN 2:**       **Yeah. I think it's fair, but if it's such a big deal for you, forget it.**

*SFX:*           *PHONE CHIME*

Man 1's wife walks into frame. We hear her phone chime.

*SFX:*           *PHONE CHIME*

**MAN 1:**       **That's the bill, honey.**

Cut to an overhead shot of the table. The board game drops down and lands with a thump.

**VO/ART CARD:** **Get Packing! The game you play so you don't have to stay.**

Cut to a close up of the starburst on the box which reads: Includes one actual JetBlue ticket.

**VO:**           **Includes one actual JetBlue ticket.**

**SUPER:**       **Available at Amazon.com/GetPacking!**

## "BUNDT"

Open on a family dinner during the holidays. A mother and father both in their late 60s, sit at a table with their son. The son's young wife enters frame carrying two plates of her bundt cake.

**WIFE:**           **Okay, who's ready for my bundt cake?**

**MOM:**           **Ooooh. I love bundt cake.**

**DAD:**           **Love me some bundt.**

The young wife exits frame to retrieve more cake. The mom and dad dig in. The dad whispers to his wife.

**DAD:**           **The bundt is soggy.**

**MOM:**           **That's soggy bundt.**

We reveal the young wife, back from the kitchen, standing directly behind the mom. She heard every word.

The mom tries to salvage the situation.

**MOM:**           **How did you get it so moist?**

Upset, the wife clears the table of its plates.

**HUSBAND:**   **Hon.**

**WIFE:**           **It's good. I'm just going to bring this out back for the raccoons.**

The wife storms off. The family sits in silence.

Cut to an overhead shot of the table. The board game drops down and lands with a thump.

**VO/ART CARD:** **Get Packing! The game you play so you don't have to stay.**

Cut to a close up of the starburst on the box which reads: Includes one actual JetBlue ticket.

**VO:**             **Includes one actual JetBlue ticket.**

**SUPER:**       **Available at Amazon.com/GetPacking!**

## “SNOWFLAKES”

Open on a family sitting in a lounge room cutting paper snowflakes. A mom, dad, their teenage daughter and younger son cut in silence. Without looking up from her paper, the mom comments on the daughter’s cutting technique.

**MOM:** You’re cutting that wrong, you know.

**DAUGHTER:** Sorry?

**MOM:** It’s gonna come out wrong.

**DAUGHTER:** I’ll cut it my way, thanks.

**MOM:** Just trying to help.

**DAUGHTER:** Appreciate it. I’m good though.

**MOM:** Honestly, if you cut the corner first, it’ll be rounder.

**DAUGHTER:** What if I don’t want it round?

**MOM:** We make them round every year, you know that.

**DAUGHTER:** Well, I guess this year, someone will just have to adjust their predetermined snowflake standards, and accept that not everyone wants **ROUND**.

The father and son look extremely uncomfortable, doing their best to ignore them.

Cut to an overhead shot of the table. The board game drops down and lands with a thump.

**VO/ART CARD:** Get Packing! The game you play so you don’t have to stay.

Cut to a close up of the starburst on the box which reads: Includes one actual JetBlue ticket.

**VO:** Includes one actual JetBlue ticket.

**SUPER:** Available at [Amazon.com/GetPacking!](https://www.amazon.com/GetPacking!)

## “PIANO”

Open on a family during the holidays. They are gathered around a piano in the middle of the living room, singing caroling songs. There’s dad, mom on the piano, and the daughter. They are singing.

**ALL:** LAAAA...

The dad abruptly cuts everyone off.

**DAD:** Ok. Almost.

In order to demonstrate what he’s looking for, he starts to sing-talk.

**DAD:** Heeere. Please come heeeere.

**DAUGHTER:** ....But I’m already heeereeeee...

**DAD:** ....No up heeere....

Mom inhales deeply to not get frustrated.

**DAD:** ....listen with your eaaaaaars....

**DAUGHTER:** ... listening with my eaaaars....

Having had enough of the Dad, the Mom gets up from the piano and stares at her husband as she back pedals out of frame.

**DAUGHTER:** Moooooom. Pleeeeeasse staaaaay heeere...

Cut to an overhead shot of the table. The board game drops down and lands with a thump.

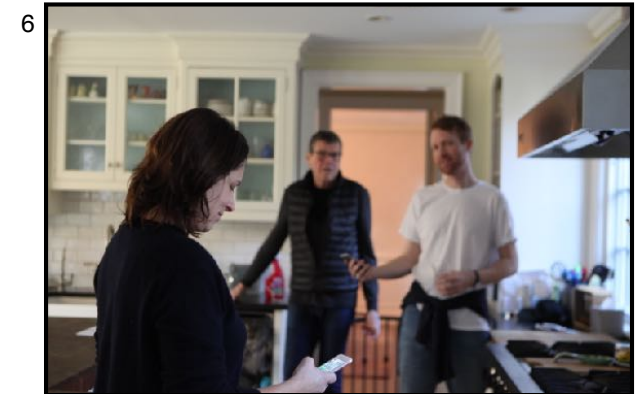
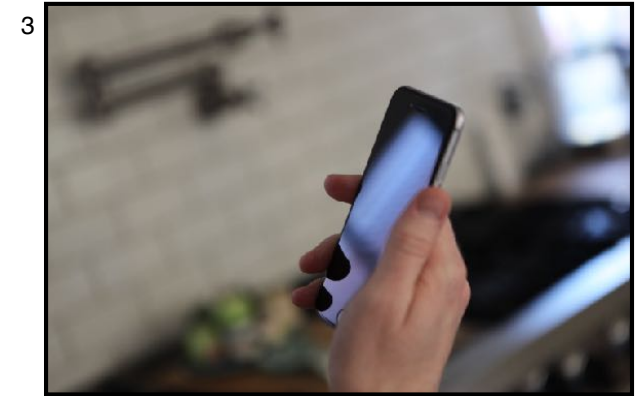
**VO/ART CARD:** Get Packing! The game you play so you don’t have to stay.

Cut to a close up of the starburst on the box which reads: Includes one actual JetBlue ticket.

**VO:** Includes one actual JetBlue ticket.

**SUPER:** Available at [Amazon.com/GetPacking!](https://www.amazon.com/GetPacking!)

## “MONEY”



## “BUNDT”



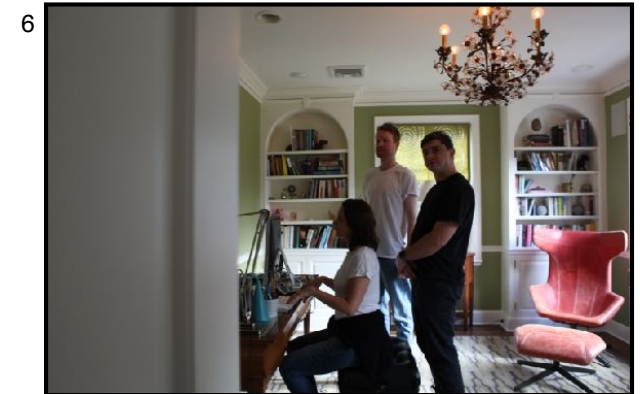
## “BUNDT”



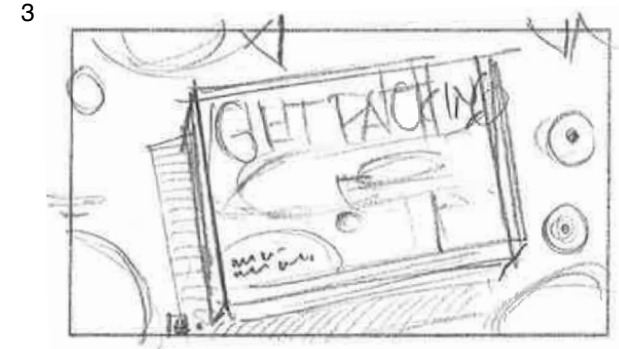
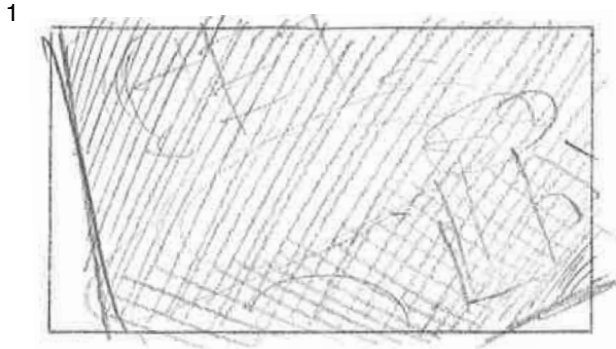
## “SNOWFLAKES”



## “PIANO”



Mom Exits



jetBlue®

GAME BOARD - GRAPHIC

jetBlue®  
**GET PACKING!**

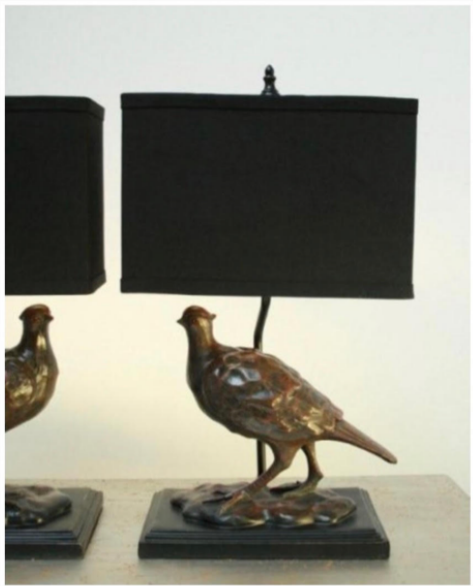
THE GAME YOU PLAY SO YOU DON'T HAVE TO STAY



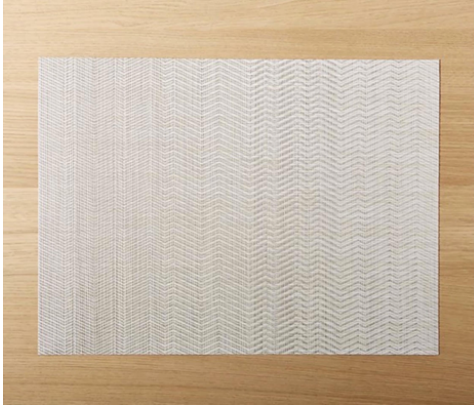
## “MONEY”



## “BUNDT”



## “BUNDT”



## “BUNDT”



## “SNOWFLAKES”



## “SNOWFLAKES”



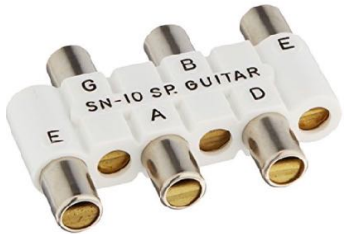
## “SNOWFLAKES”



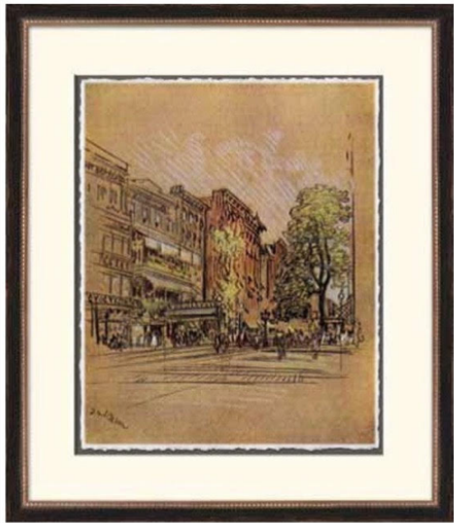
## “PIANO”



## “PIANO”



Roll over image to zoom in



169 Union Street  
Montclair, NJ 07042

**MONEY**

1



**MONEY**

2



**MONEY**

3



**BUNDT**

4



**BUNDT**

5



**SNOWFLAKES**

6



169 Union Street  
Montclair, NJ 07042

**SNOWFLAKES**

7



**PIANO**

8



**PIANO**

9



10

11

12

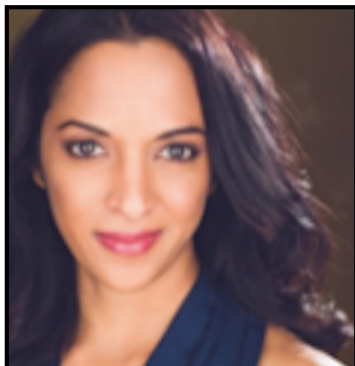
## “MONEY”



**Role: Andy Bustillos**  
**Name: Younger Brother**  
**Agent: Stewart**

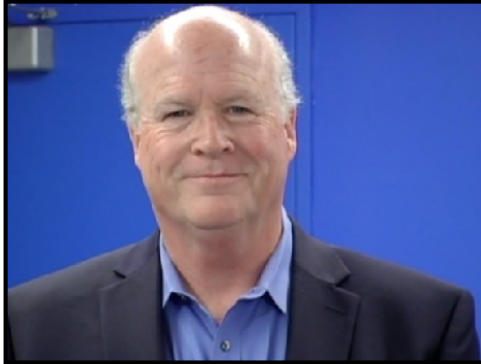


**Role: Older Brother**  
**Name: Danny Deferrari**  
**Agent: CESD**



**Role: Sister**  
**Name: Sunita Deshpande**  
**Agent: Stewart**

## “BUNDT”



**Role: Dad**  
**Name: John Rue**  
**Agent: Atlas**



**Role: Mom**  
**Name: Suzanne Savoy**  
**Agent: AAA**



**Role: Wife**  
**Name: Jenna Jolley**  
**Agent: Paradigm**



**Role: Husband**  
**Name: Mark Gessner**  
**Agent: CESD**

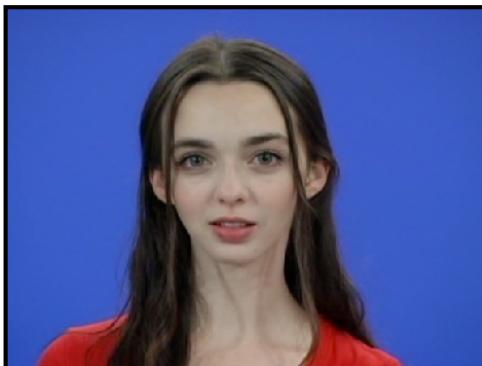
## “SNOWFLAKES”



**Role: Dad**  
**Name: Sidney Williams**  
**Agent: Paradigm**



**Role: Mom**  
**Name: Joanna Adler**  
**Agent: Innovative Artists**



**Role: Daughter**  
**Name: Allison Winn**  
**Agent: AAA Kids**



**Role: Son**  
**Name:**  
**Agent: JGD**

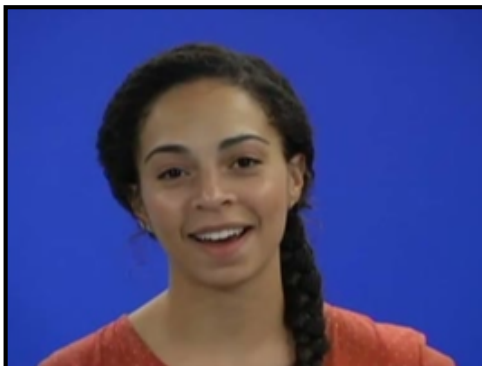
## “PIANO”



**Role: Dad**  
**Name: Geoffrey Owens**  
**Agent: DBA**



**Role: Mom**  
**Name: Valencia Yearwood**  
**Agent: AAA**



**Role: Daughter**  
**Name: Hannah Hodson**  
**Agent: AAA Kids**

## Overall Wardrobe Feel



# RadicalMedia®

CREW

Job #2690

---

DIRECTOR	STEVE MILLER	
PRODUCER	JON DINO	917.669.9090
PRODUCTION SUPERVISOR	HILLARY WEINTRAUB	917.930.2559
ASSISTANT DIRECTOR	DAVID BACKUS	917.453.3143
DIRECTOR OF PHOTOGRAPHY	PETER DONAHUE	917.328.2493
1ST ASSISTANT CAMERA	BOB RAGAZZINE	917.971.5078
DIGITAL IMAGE TECHNICIAN	JOE BELACK	610.420.1007
GAFFER	JOHN CARDONI	917.304.4316
KEY GRIP	KURT SCHWARZ	917.604.6397
PRODUCTION DESIGNER	BROCK HOUGHTON	323.449.6924
ASSISTANT ART DIRECTOR	EDMUND LEVINE	646.345.5455
SET DECORATOR	ANNIE ARMSTRONG	631.741.3168
PROP MASTER	PAUL NISENSEN	646.265.5656
WARDROBE STYLIST	ROBERT MOLNAR	646.298.8266
HAIR / MAKE UP	TINA MURGAS	917.302.0813
SOUND MIXER	MICHAEL LONSDALE	203.247.4560
VTR	ANDY SCHMETTERLING	201.213.3610
LOCATION MANAGER	KO NIIZUMA	917.405.0683

# RadicalMedia®

VENDORS

Job #2690

---

Camera	TCS 599 11th Avenue Ground Floor New York, NY 10035	Tel: 212.247.6517
Casting	Telsey & Company 1501 Broadway, Suite 510 New York, NY 10036	Tel: 212.868.1260
Car Service	Avalon Limo 2545 Borden Avenue Long Island City, NY 11101	Tel: 310.391.6161
Catering	LaNoce's Fine Food For Film 4 Grandview Lane New Milford, CT 06767	Tel: 860.355.5441
Hard Drives	B&H 420 9th Avenue New York, NY 10034	Tel: 212.929.3645
Insurance	Aon 199 Water Street New York, NY 10038	Tel: 212.441.1000
Lighting & Grip	Silvertrucks 32-02 Starr Street Long Island City, NY 11101	Tel: 718.906.3045

# RadicalMedia®

VENDORS

Job #2690

---

Payroll	Caps Universal 10600 Virginia Avenue Culver City, CA 90232	Tel: 310.280.0755
Production Supplies	Quixote 1082 Flushing Avenue Brooklyn, NY 11237	Tel: 347.448.8414
Sound	Lonsdale Sound 12 E. Meadow Road Westport, CT 06880	Tel: 203.247.4560
Vehicles	Courier Car Rental 18 Morton Street New York, NY 10014	Tel: 212.239.3333
VTR	Monarch Video 37 Essex Avenue Montclair, NJ 07042	Tel: 201.213.3610
Walkies	What's Your Twenty 1133 Broadway, Suite 1415 New York NY 10034	Tel: 646.415.7935