



# **A Solution to COVID-19 Film Production Challenges**

plan 4

# plan

You've probably noticed that our logo looks a little different—the 'A' is tipped over.

Tipped over. I mean...aren't we all?

We take comfort, though, in knowing that a tipped over 'A' is just as structurally sound as it is when it's upright.  
We just have to make a few operational adjustments.

After talking to a few friends in the world of advertising, it's quite apparent the same goes for many.  
That's why we've put together a plan to help serve you in getting your word out to people.

And guess what? It all doesn't have to look like all the UGC (User Generated Content) out there!

Really? Let me introduce ourselves and what we propose.



CLIO



GERETY  
awards



BFI LONDON  
FILM FESTIVAL

# A Little Bit About Us

Over the last ten years, Plan A Films has built a world-class reputation earning a multitude of awards including Cannes, Sundance, Clios, One Show, etc. around almost exclusive documentary-style work.

For the most part that means interviews plus B-roll.

A great example of that documentary-style work is our highly decorated documentary, IT ALL BEGINS WITH A SONG, created for the city of Nashville. Link to trailer below:

<https://vimeo.com/386036514>


password: chusy421





Sometimes our documentary work takes a different turn and relies heavily on B-roll. This piece for Tennessee Tourism features Dolly Parton and relies, well, heavily on B-roll.

<https://vimeo.com/100744029>



At times, though, documentary-style work means re-creations/re-enactments that are almost stand-alone narrative pieces within a documentary. In these cases, we recruit non-actors to re-interpret an anecdote. Please click the link below:

<https://vimeo.com/408958161/7820dc04fd>

In this piece we recruited street kids and a policeman from Western Puerto Rico to re-enact a story told to us by Andrés Torres, who played centerfield for the SF Giants and helped them to their first World Series in decades and parroted by the first Major League scout that ever saw him.

In this excerpt from the documentary, BORN IN BRISTOL, about the seminal 1927 Bristol Sessions (considered the Big Bang of Country Music) we recruited a bunch of singers from Eastern Tennessee and Southern Virginia to play a family, church-goers, etc. Please click the link below:

<https://vimeo.com/408986330/e39fbbfa4a>





We think we do a great job doing documentary work, but few know that Plan A Films started as a narrative film company. In fact, our very first film ever made was the feature narrative film, ANYWHERE USA. It won many prizes including a Jury prize in narrative competition at Sundance. This is what Quentin Tarantino had to say about it when he served as head juror in Park City that year:

*“Anywhere USA reduces every audience that sees it into a delighted giggling mob. The talented cast of non-professionals reminds one of what the word amateur really means: to love. As silly, provocative, and downright loose-screwed as Chusy and his cast are, the sense that they did this movie out of love— love for the weird, love for the unsayable idea, love for the privilege of movie making— proved to be one of the most moving experiences at the Sundance Film Festival. It reminds one of the joy of sitting in an audience of strangers where everyone laughs hysterically.”*

-Quentin Tarantino-

Click the link below to view the trailer:

**[ANYWHERE USA TRAILER](#)**

After the second screening of that film at Sundance, both DreamWorks and Jim Carrey asked me to write for them because they thought I was great at combining drama and comedy. I passed, choosing to concentrate on documentary work instead.

### **Why am I telling you this?**

Because we're not just a doc company.... We can easily and happily handle narrative scripts and bring them to life.

Ok, so how are we going to do this, given the current situation?

**Read on.**

**plan**



# Our Proposed Method

## Option 1:

### **DIRECTOR WORKS ON SET WITH ACTORS HE KNOWS.**

In this scenario, the actors would come to our Johnson City, TN house (which is, for all intents and purposes, a production house— we have lights, cameras, grip & electric, etc. and 2,000 square feet of space to dress as we wish) and we would film each script keeping a reasonable distance from talent, though some of the actors don't require any distance since they are family!

One of my secret weapons are my children, Perla Haney-Jardine and Lux Haney-Jardine. Perla started her career as B.B., Uma Thurman's daughter in the film KILL BILL VOLUME 2. Lux started his career playing young Abraham Lincoln in the film, ABRAHAM LINCOLN VAMPIRE HUNTER. Lux then played Hilary Swank's son in an HBO film and if I don't mind saying so myself, acted circles around Miss Swank. Perla's most recent work was with Brad Pitt in the film ONCE UPON A TIME IN HOLLYWOOD. She is especially well-remembered for her role as Lisa Brennan-Jobs in the Danny Boyle film, STEVE JOBS, where she confronts Michael Fassbender as per the link below:

<https://www.youtube.com/watch?v=1To7zCTHAv4>

Between them, Perla and Lux have worked on some of the biggest Hollywood films in 15 years.

They would be an amazing asset for you, were you willing to be flexible in the creative— you would have to write a scenario bespoke to a 22-year-old woman and an 18-year-old young man.





# Our Proposed Method

Cont'd

They also have an uncle who is in his late 40s who lives in our town and was recently cast in a TNT t.v. series, and was sent back when the studios closed for the pandemic. His picture appears below:



Heck, even I'm willing to put on a mullet wig and pretend I have good self esteem!



**PLEASE NOTE THAT YOU ARE NOT LIMITED TO CASTING MY FAMILY ALONE. IN FACT...**

We are friends with and have access to many actors in our towns (Asheville, NC & Johnson City, TN) and Atlanta (a veritable Mecca for casting) who are willing to work under these conditions and in these times, and whom we trust have had the discipline to stay home as we have.

# Our Proposed Method

Cont'd

So there is clarity, in **Option 1** delineated above, we would have the ability to have a multi-camera shoot and you would have a virtual video village from which to co-direct with me in creating these pieces.

For all intents and purposes, it would be like a regular shoot, but you'd manage the creative virtually, instead of being on set.

It's important to remember that if you choose this option you might have to alter the creative slightly (or the casting) to accommodate the cast that is willing to work in this environment.



# Our Proposed Method

Cont'd

## Option 2:

### **DIRECTOR WORKS REMOTELY WITH ACTORS OUT OF EASTERN TN, WESTERN NC, WESTERN SC, AND ATLANTA.**

In this option, we would conduct a bespoke casting (as one would usually do) to fit the storyboards/scripts.

Once the cast has been selected, we would perform a virtual pre-pro with the chosen actor and scout his or her home and put together a shot list days in advance of the shoot.

On the day of the shoot, a disinfected camera system arrives on a cart to the actor's door. The actor then would work with the camera, which has a laptop system, and we would collectively direct the actor virtually.

When the actor is done, he or she leaves the cart outside his or her door for pick up.

The downside is that you have a one-camera shoot, and you are locked into the camera we put on the system (not all cameras are useable for a virtual set up). It also limits the handling of the camera and the angle since it is a no contact setup. The actor can wheel it from one position to the other, but that's about it. Further, you will have no real control over environment/decor/set.

We would operate the camera remotely with the ability to focus, tilt down and up and pan left and right.

# COVID-19 Production Procedures

## Option 1

We feel comfortable offering **Option 1** because we know the actors, they have been religiously quarantining, and we have absolute control over the environment they will be working in. All handling of the cameras and data will follow COVID-19 protocol of safe distancing, disinfection, and PPE.

## Option 2

**Option 2** is a no contact option and as per **Option 1**, all handling of the cameras and data will follow COVID-19 protocol of safe distancing, disinfection, and PPE.

*As per TN governor Lee's executive order #17, businesses must abide by the coronavirus guidelines for America as well as guidance from the CDC, advising against gatherings of 10 or more people and avoiding close, direct contact with others by maintaining a distance of at least six feet. The state of TN designates an essential business as one with 10 or fewer persons on premises. Media is considered an essential business by the state of TN.*

# COVID-19 Production Procedures

## Cont'd

### General

- PPE (gloves and masks) will be provided for all cast and crew
- All cast and crew are required to wear PPE at all times unless on camera
- Disinfectant wipes, spray, and hand sanitizer will be made available on set for each cast and crew member
- All cast and crew must maintain a minimum 6ft distance from each other excluding any members who have observed quarantine together
- No more than 10 total cast and crew will be allowed on set in accordance with state law

### 'No Contact' Production

- No use of lavalier microphones
- No HMU artist
- No communal craft services (bring your own snacks)
- No communal lunch (bring your own packed lunch)
- No communal cooler (bring your own water and liquids)
- Grocery advances will be given for all crew and talent to provide their own snacks, lunch and drinks prior to shoot
- No airline travel

### Gear Protocol

- All crew must arrive with their gear prebuilt and operate as a one-person unit
- All gear must be ordered in advance and prepared before arriving to set
- Any exchanges of gear must be carefully sterilized with disinfectant and handled with gloves prior to handing off. (includes data cards, batteries, lenses, etc)
- All lighting and G&E will be handled by one person only
- All audio equipment will be handled by one person only
- Each camera will be built and operated by each individual camera operator only

### Art Department & Talent

- Talent must prepare their own hair and make up in advance of the shoot and have supplies on set for any hair and makeup adjustments
- All hair and makeup supplies must be handled by talent only or those talent who have observed quarantine together
- Talent will gather wardrobe independently prior to shoot and bring to set
- All set dressing and set decorations will be handled by one person only or those who have observed quarantine together
- All props and set decorations will be sterilized thoroughly before any contact can be made with talent

# Our 2,000 Sq. Foot Set

The home/set featured in the following photographs is a shell that has been decorated to reflect our own tastes and serves as our home/production offices in TN. Naturally it can be dressed up, down, or sideways. As mentioned above, we have a warehouse worth of furniture and decor from previous productions to suit your needs.



*Front of House*

plan 4

# Our 2,000 Sq. Foot Set

Cont'd



Entryway



Living Room

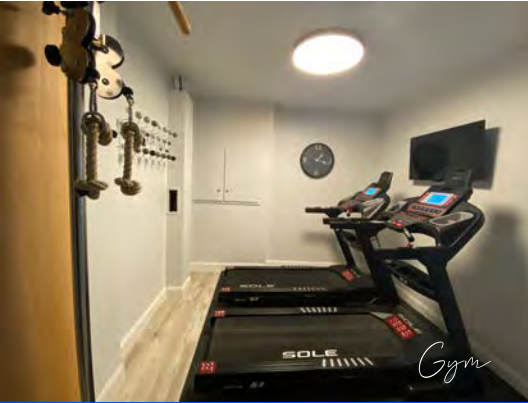


Client Lounge

plan 

# Our 2,000 Sq. Foot Set

Cont'd



*Gym*



*Kitchen*



*Client Lounge*



*Sauna & Shower*



*Back of House*



*Dining Room*



*Office / Editing*



*Client Lounge*



# Our 2,000 Sq. Foot Set

Cont'd



# Our 2,000 Sq. Foot Set

Cont'd

Because there is a lot of light and there are a lot of windows, via green screen and cityscape backdrops, we can suggest that we are filming in almost any city in the world. In the example below, we can take the small library that could double as a small bedroom or city studio and transport the scene to New York instead of the bucolic woods in Johnson City, TN.



# About Chusy

Born and Raised in Venezuela.

Speaks five languages.

MFA in directing from the American Film Institute.

Recipient of NEA grant.

Thesis film, MONKEY PARK, starred Amanda Plummer, Tim Roth and Ray Wise. Influenced Tarantino to cast Plummer and Roth in PULP FICTION.

Executive Creative Director FCB Latin America.

First feature film won Special Jury Prize at Sundance in dramatic competition.

Directed over 500 pieces of content around the globe.

12x Cannes award winner.

Gave TedTalk about late blooming and ADHD.

Appeared in MTV Made.

Guest speaker at Aspen Institute Ideas Festival 2019.

Eagle Scout.

Inveterate flosser.

Proud father of two.

Tap dancer.



# In Summary

## HERE'S WHY WE ARE ESPECIALLY SUITED FOR YOUR PROJECT:

We are a one-stop film production studio.

We have a Sundance & Cannes-award winning director who works in both narrative and documentary arenas with aplomb.

We have world-class Hollywood actors available.

We have access to professional actors and family configurations who have been vetted and are willing to work in this environment.

We have 2,000 square feet of useable set space.

We have 5 acres of manicured lawns and woods.

We have access to a warehouse of decor, furniture, and wardrobe to create different environments.

We have access to a handful of additional homes to film in.

We have a professional interior designer and production designer to shape and decorate, and build sets.

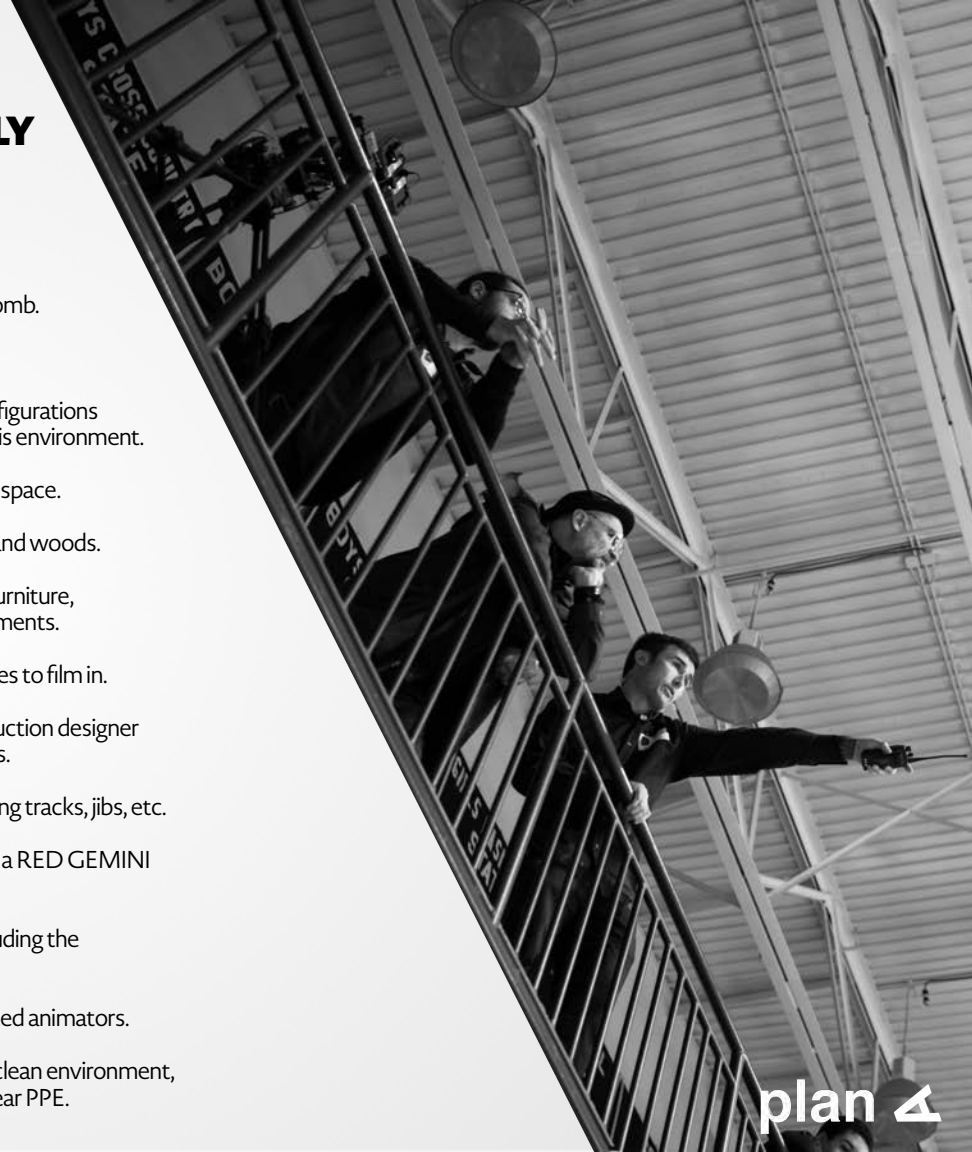
We have a full in-house grip & electric, including tracks, jibs, etc.

We have full camera packages and lenses, including a RED GEMINI and a FREEFLY ALTA 6 drone.

We have world-class, one stop-editing, including the ability to write and produce music.

We are negotiating a partnership with very talented animators.

And most importantly, we have a safe, OCD clean environment, practice all CDC guidelines and wear PPE.



**Finally, we remain ever hopeful and set our sights on the day when we all are upright again.  
Until then, we encourage you to stay home, stay positive, practice good hygiene, and hydrate.**

**Thank you.**

**plan ↙**