

 **TRAINING
GROUND** 

**ATHLETE FEATURE 1 & 2
PRE-PRODUCTION**

BellMedia

TSN



AUGUST 2022

AGENDA

- 1 Cory Lapointe Feature
- 2 Erica Rieder Feature
- 3 Next Steps



CORY LAPOINTE FEATURE (ATHLETE 2)

SHOOT DATES: **AUGUST 17, 18**

LOCATION: **QUEBEC CITY, QC**



CORY LAPOINTE STORYLINE

A multisport athlete, Cory has dominated every sport she's ever played. Since she was 5 years old she specialized in both hockey and soccer. Whether it be a 40 goal scorer in hockey or named a Soccer OCCA All star, Cory is a natural athlete. After qualifying for the National Final in 2020 for the RBC Training Ground program she fell just a little short of receiving funding for her Olympic dreams. Well this year she is back, and she's been training for this opportunity with laser focus. She was scouted for Speed Skating Canada and will be attending the 2022 training camp in Quebec City this year. She'll be finding out this August if she'll be able to conquer this new sport, like she has with so many other sports in the past, with Olympic hopes on her mind.



LOCATIONS

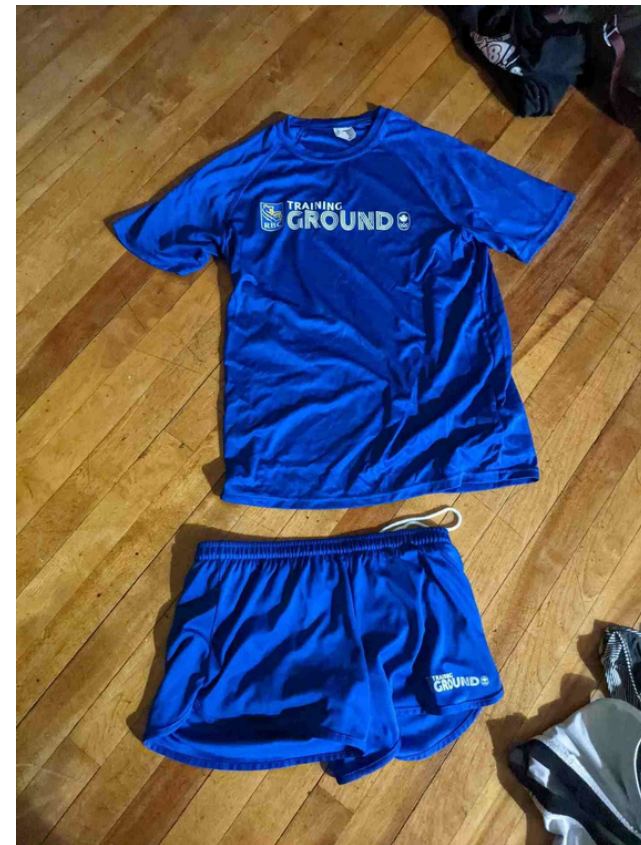


Centre de Glaces de Québec
Location of Speed Skating Camp
999 Av. de Rochebelle, Québec,
QC G1V 0J6



Pavillon de la jeunesse
Ice Rink Rental
Pavillon de la jeunesse, 250J Bd
Wilfrid-Hamel, Québec, QC G1L
5A7

WARDROBE



Unbranded white hockey jersey for the rink B-Roll.

Unbranded on ice training outfit for the skating camp.

Unbranded casual outfit for hobby shots.

RBC Training Ground sweater for interview.

RBC Training Ground shorts and t-shirt for gym workout clothing.

BRAND INTEGRATION

Cory's feature will open and close with the RBCTG animations with the CTA voiceover.

RBC Training Ground will naturally be integrated as Cory will discuss her experience with the RBC Training Ground program. As she made the national finals last year she'll speak about her previous journey while also showing off her national final RBC clothing. Cory will discuss her goals and aspirations of earning funding and a spot on a national team.



CINEMATIC STYLE

We will begin by shooting Cory's interview on the surface of the ice. As she sits in a chair we'll have two Cameras set up focused on Cory. Both cameras will be set up on tripods as A-Cam captures a medium shot and B-Cam captures a close-up shot.

As Cory explains her experiences with hockey we'll be showing B-Roll of her around the rink, walking in, looking onto ice, and putting on gear. As she continues to talk about hockey we'll show dramatic on ice hockey shots using a steady cam, helmet GoPro, and trailing cam on a gimble. We'll turn the building lights off and use spotlight lighting to give these hockey shots a unique feel.

As Cory explains her new experiences with speed skating we'll show B-Roll of her participating in the speed skating training camp and using the training facilities. This will be captured by the two cameras following her throughout the day.

INTERVIEW QUESTIONS – CORY

1. How and when did you first discover speed skating?
3. Tell us about your short term and long term goals in speed skating.
4. You grew up playing different sports. What was it about speed skating that made you want to try the sport?
5. What's the transition from hockey to speed skating like?
6. How many sports have you played? Does having such variety help you learn a new sport like speed skating?
7. What made you a great hockey player?
8. What was it about hockey that you loved so much?
9. What makes someone successful in speed skating?
10. Are you better at short or longer distances? Why?
11. Describe to me the training that goes behind getting ready to enter a training camp like this.
12. Tell me more about the technical training that goes into speed skating?
13. Olympic athletes train extremely hard, do you get intimidated by that at all?
14. Describe to me how you exercise control over your mind and body.
15. Describe to me the feeling you get when you're on the ice.
16. Describe to me how it feels when you're racing.
17. Tell me about when you first heard about RBC Training Ground.

INTERVIEW QUESTIONS – CORY

18. What did you learn from your experience with the RBCTG program in 2020?
19. How come you decided to come back and try again?
20. The top 100 RBC Training Ground athletes get invited to the National Final. How would it feel to get invited to the National Final this year?
21. What would becoming an RBC Future Olympian mean to you?
22. When did you realize that it was possible to potentially become an Olympian?
23. What would it mean for you to represent Canada at the Olympics?
24. What's next on the agenda for you? Tell us about your upcoming speed skating plans.
25. How do you unwind and decompress from training?
26. Why are these hobbies important to you?
27. What aspects do these hobbies bring you that you don't get from sports?
28. What has been your experience with mental health?
29. Tell us about your social anxiety and how you use sports to help with that?
30. What has sports taught you?
31. How important is it to be open with your mental health?
32. How many people have you helped along the way?
33. What message would you give to people who deal with mental health issues?
34. Tell us about your support systems.

INTERVIEW QUESTIONS – SKATING COACH

Cory's Training Camp Speed Skating Coach

1. Tell us about the Speed Skating Canada program.
2. Explain to us what happens at this training camp.
3. What type of training does a Speed Skater focus on?
4. Why is a camp like this so important?
5. How do you take athletes and turn them into Olympians?
6. How many of your athletes reach the Olympic level?
7. What qualities do you look for in your athletes?
8. What's the difference between an athlete succeeding or failing?
9. Explain the process of how athletes transition from other sports into speed skating.
10. Will Cory being a hockey player help her in the transition to speed skating?
11. How can Speed Skating Canada help Cory pursue her Olympic dreams?
12. What are Cory's future steps to become an Olympian?
13. What are challenges athletes face during their time in your speed skating program?
14. When did you first hear about RBC Training Ground?
15. Why is the RBC Training Ground program important?
16. What would it mean for Cory to become an RBC Future Olympian?

INTERVIEW QUESTIONS – ROSEY LAPOINTE

Cory's Sister

1. Tell us about the relationship you have with your sister.
2. What was Cory like growing up?
3. Could you explain Cory's history with sports?
4. What was it like growing up with Cory when she was so focused on sports?
5. What is it that makes Cory such an amazing athlete?
6. Why do think Cory will be able to achieve her dream of becoming an Olympian?
7. How proud would you and your family be if Cory made it to the Olympics?
8. Cory talks about how her support systems are so important to her, how have you supported her in her sports career and in life?
9. Cory mentions how important being open about mental health is to her, how do you feel about that statement?
10. How has Cory grown as a person in the past couple years?
11. What has Cory told you about the RBC Training Ground program?
12. Why is the RBC Training Ground program important?
13. What would it mean for Cory to become an RBC Future Olympian?

PRODUCTION SCHEDULE

Wednesday, August 17th

Time	Schedule
11:00AM	Crew Call Time @ Pavillon de la jeunesse, 250J Bd Wilfrid-Hamel, Québec, QC G1L 5A7
11:00PM - 12:00PM	Load into arena lounge area and set up
12:00PM - 1:00PM	Capture B-Roll of Cory's hobbies (reading, rubik's cube solving + collection, and doodling)
1:00PM - 2:00PM	Break
2:00PM - 3:30PM	On ice interview with Cory
3:30PM - 4:30PM	Hero shots around the hockey rink (carrying bag in, looking out onto ice)
4:00PM - 4:45PM	Dressing room shots (gearing up, tying skates)
4:45PM - 7:00PM	On Ice hero shots and practice drills
7:00PM	Wrap and Loadout

PRODUCTION SCHEDULE

Thursday, August 18th

Time	Schedule
1:00PM	Crew Call Time @ Centre de glaces de Québec, 999 Av. de Rochebelle, Québec, QC G1V 0J6
1:00PM - 2:00PM	Load in and setup for Cory training shots
2:00PM - 3:45PM	Shots of Cory using facility track, bike, and gym
3:45PM - 4:45PM	Break
4:45PM - 5:15PM	Prep to follow Cory through camp
5:15PM - 5:45PM	Camp orientation meeting
5:45PM - 6:45PM	Camp skating training session
6:45PM - 7:30PM	Private coach training session 1 on 1 with Cory
7:30PM - 8:30PM	Interview with coach
8:30PM	Wrap and load out



ERICA RIEDER FEATURE (ATHLETE 1)

SHOOT DATES: **AUGUST 19, 20, 21**

LOCATION: **EDMONTON, AB**



ERICA RIEDER STORYLINE

After playing hockey overseas in Sweden, Erica returns to Canada to try out for the RBC Training Ground program one last time. Erica competed at last year's RBC Training Ground National Final, breaking every record in her age group. This year, Erica was scouted by Cycling Canada and invited to start training in Edmonton. Erica decided to take a risk and pack up her life in Regina. For the last six weeks, she's begun her new athletic journey as a track cyclist in Edmonton. It's been a learning curve as she transitions to a new sport, but she believes that with hard work and determination, she can achieve her dreams of the Olympic podium.



LOCATIONS



Argyll Velodrome
Location of the Cycling Camp
6850 88 St NW
Edmonton, AB T6E 5H6



Argyll Arena*
Ice Rink Rental
6225 100 St NW
Edmonton, AB T6E 6E1

***Waiting to confirm. We have rink options**

LOCATIONS



Short Term Rental*

Location for Erica's art and potential interview location

***Waiting to secure location**

WARDROBE



Unbranded athletic wear for Erica's interview and off-track training.
Unbranded blue hockey jersey for the rink B-Roll.
Juventus CC uniform for Cycling Camp on bike training.

CINEMATIC STYLE

We will shoot Erica's interview in the stands of an ice hockey rink with a two-camera setup. A-Cam on a static medium shot and B-Cam on a close-up shot with movement from a slider.

The feature will open with Erica discussing her hockey background. We will see Erica on ice. With a mix of slow motion and real-time shots, we will capture stylized B-Roll of Erica skating and shooting pucks on the net.

As Erica discusses her learning curve of trying her new sport of cycling, we will see Erica on a stationary bike while her coach takes her through training. As the interview takes us through themes of her goals and aspirations, we will see her preparing to race outside on the velodrome track.

We will rig go-pros to Erica's helmet and bike on the track. We will look to capture dynamic action shots showcasing the race and speed of the sport.

BRAND INTEGRATION

Erica's feature will open and close with the RBCTG animations with the CTA voiceover.

RBC Training Ground will naturally be integrated as Erica will discuss her experience with the RBC Training Ground program. She will discuss how this is her last shot at becoming an RBC Future Olympian. We will leverage footage of Erica from last year's National Final event in Saskatoon. Erica will discuss her goals and aspirations of earning funding and a spot on a national team.



INTERVIEW QUESTIONS – ERICA

1. Tell me about how you first discovered hockey.
2. What do you love most about hockey?
3. Why did you decide to move to Sweden to play hockey?
4. Why did you come back to Canada?
5. Describe your new sport of track cycling to someone who knows nothing about it.
6. Tell me about your transition from hockey to track cycling.
7. You've been playing hockey since you were a kid. What about track cycling made you want to try something new?
8. What do you love most about track cycling?
9. What makes someone a successful cyclist?
10. What has been your biggest challenge with track cycling?
11. What are the similarities between track cycling and hockey?
12. What is the main difference between track cycling and hockey?
13. Describe to me the first time you got on the bike.
14. Describe what it's like to go fast on the track.
15. Describe to me the speed on the bike.
16. Describe the mental strength you need for your sport.

INTERVIEW QUESTIONS – ERICA

17. Describe to me the physical strength you need for your sport.
18. What qualities have you learned as a hockey player that have helped you with your transition to cycling?
19. What motivates you?
20. How do you unwind and decompress from training?
21. When did you discover your passion for art?
22. Tell me about the drawing that you are currently working on.
23. Tell me about your participation in traditional Ukrainian dance.
24. Why is it important to you?
25. Tell me about when you first heard about RBC Training Ground.
26. What made you want to try out again?
27. How do you stay motivated and focused after trying out multiple times?
28. The top 100 RBC Training Ground athletes get invited to the National Final. How would it feel to get invited to the National Final this year?
29. What would becoming an RBC Future Olympian mean to you?
30. When did you start dreaming about competing at the Olympics?
31. What would it mean for you to represent Canada at the Olympics?

INTERVIEW QUESTIONS – ALEX ONGARO

Erica's Cycling Coach

1. Tell me about the first time you met Erica.
2. What was your first impression of her?
3. What was Erica's biggest challenge when she first tried cycling?
4. Describe to me Erica's learning curve.
5. How do you introduce a new athlete to track cycling? Walk me through the process.
6. If you were to scout for potential track cyclists, what qualities do you look for in an athlete?
7. Erica was a competitive hockey player for years. What qualities does she bring as a hockey player to the sport of track cycling?
8. Describe to me her work ethic.
9. Describe to me Erica's new dedication to track cycling.
10. What makes Erica a great athlete?
11. How does Erica stand out from other athletes?
12. Describe to me the training that goes into track cycling?

INTERVIEW QUESTIONS – ALEX ONGARO

Erica's Cycling Coach

13. What is Erica's future potential?
14. What makes someone successful in track cycling?
15. How would you describe track cycling to someone who knows nothing about the sport?
16. When did you first hear about RBC Training Ground?
17. What would it mean for Erica to become an RBC Future Olympian?
18. Why is the RBC Training Ground program important?
19. What can Canadians expect out of Erica in the years to come?

INTERVIEW QUESTIONS – EV AND GREG RIEDER

Erica's Parents

1. Tell me about how Erica got into hockey.
2. How did you feel when she moved to Sweden to pursue hockey?
3. What did you think when she told you she was going to try track cycling?
4. How did you feel about her move to Edmonton to pursue this new sport?
5. Describe Erica's ambition for sports growing up.
6. Describe her work ethic.
7. How has this transition between two sports been for her?
8. When did she first hear about RBC Training Ground?
9. What do you remember about her performance at RBC Training Ground?
10. Why is the RBC Training Ground program important to young athletes?
11. When did Erica discover a passion for art and drawing?
12. She is currently working on a drawing of a traditional Ukrainian dancer. Tell me about her participation in traditional Ukrainian dance.
13. Erica shared that she's going to sell her drawing and donate the funds to a Ukrainian charity of choice. Why is this important to her?

PRODUCTION SCHEDULE

Friday, August 19	
Time	Schedule
9:00 AM – 3:00 PM	B-Roll of Erica in Camp
3:00 – 4:00 PM	Setup for Erica's parents interview
4:00 – 4:30 PM	Capture Erica's parents interview
4:30 – 5:30 PM	Camera Repo
5:30 – 6:00 PM	Capture Alex Coach interview
6:00 – 7:00 PM	Wrap and Load Out

PRODUCTION SCHEDULE

Saturday, August 20	
Time	Schedule
9:00 AM – 4:00 PM	Alberta Omnium – Juventus CC. Cycling Canada to confirm Erica's participation. Looking to capture some of her races
4:00 – 5:00 PM	Travel to short term rental
5:00 – 7:00 PM	Capture B-roll of Erica working on her art

Sunday, August 21	
Time	Schedule
9:00 AM – 1:00 PM	Ice Rental. Capture Erica on the ice and in the stands for her interview
1:00 – 2:00 PM	Crew Wrap and Load Out
2:00 PM	Crew travels back to Calgary



NEXT STEPS



NEXT STEPS – ERICA RIEDER

<p>Athlete Feature 1 ERICA :60s SC, :30s TV, Social Promos</p>	Athlete Feature Shoot Day	Bell Media	Aug 19 & 20
	Bell Media to provide 1st cut to RBC (:60s)	Bell Media	Fri, Aug 26
	RBC to provide feedback on 1st cut (:60s)	RBC	Wed, Aug 31
	Bell Media to provide 2nd cut (:60s)	Bell Media	Fri, Sept 2
	RBC to provide feedback on 2nd cut (:60s)	RBC	Wed, Sept 7
	Bell Media to deliver final cut (:60s)	Bell Media	Fri, Sept 9
	RBC to provide final approval (:60s)	RBC	Mon, Sept 12
	Bell Media to provide 1st cut to RBC (:30s)	Bell Media	Wed, Sept 14
	RBC to provide feedback on 1st cut (:30s)	RBC	Fri, Sept 16
	Bell Media to provide FINAL cut (:30s)	Bell Media	Mon, Sept 19
	RBC to provide approval on FINAL cut (:30s)	RBC	Wed, Sept 21
	Bell Media to submit :30s spot to ThinkTV for TC #	Bell Media	Thurs, Sept 22
	Post Sound Mix	Bell Media	Thurs, Sept 22
	Colour and Final Outputs	Bell Media	Fri, Sept 23
	Bell Media to traffic spot	Bell Media	Mon, Sept 26
	:30s commercial spot to be added to RBC traffic rotation	Bell Media	Mon, Oct 10
:60s SC feature to be sent to SC	Bell Media	w/o Oct 31	

NEXT STEPS – CORY LAPOINTE

<p>Athlete Feature 2 CORY :60s SC, :30s TV, Social Promos</p>	Athlete Feature Shoot Day	Bell Media	Aug 17 & 18
	Bell Media to provide 1st cut to RBC (:60s)	Bell Media	Tues, Sept 6
	RBC to provide feedback on 1st cut (:60s)	RBC	Thurs, Sept 8
	Bell Media to provide 2nd cut (:60s)	Bell Media	Tues, Sept 13
	RBC to provide feedback on 2nd cut (:60s)	RBC	Thurs, Sept 15
	Bell Media to deliver final cut (:60s)	Bell Media	Fri, Sept 16
	RBC to provide final approval (:60s)	RBC	Mon, Sept 19
	Bell Media to provide 1st cut to RBC (:30s)	Bell Media	Tues, Sept 20
	RBC to provide feedback on 1st cut (:30s)	RBC	Thurs, Sept 22
	Bell Media to provide FINAL cut (:30s)	Bell Media	Mon, Sept 26
	RBC to provide approval on FINAL cut (:30s)	RBC	Tues, Sept 27
	Bell Media to submit :30s spot to ThinkTV for TC #	Bell Media	Tues, Sept 27
	Post Sound Mix	Bell Media	Wed, Sept 28
	Colour and Final Outputs	Bell Media	Thurs, Sept 29
	Bell Media to traffic spot	Bell Media	Mon, Oct 3
	:30s commercial spot to be added to RBC traffic rotation	Bell Media	Mon, Oct 10
:60s SC feature to be sent to SC	Bell Media	w/o Nov 7	