



DISCOUNTED

A FILM BY KRISTEN CHABALLA

Brief Description

Discounted is a painfully realistic dramatic short set during America's largest financial crisis. Recently laid off mother, Sarah Grant, must keep normalcy for her young daughter Madison who is quickly excelling at ballet. While her funds begin to dwindle, Sarah's hopes for her daughter steadily rise. Sarah's rash decision making combats her husband's logical reasoning. In a battle between herself, her husband, and their daughter's future, Sarah decides the fate of her family.

Expanded Description

When life gives you lemons, make lemonade, but what happens when life gives you too many? Sarah Grant knows how this feels when she learns that both she and her husband, Jason, have been laid off. With job demand low, the two are unable to find employment during a massive economic recession. Dwindling funds and butting opinions are cause for arguments which Sarah never seems to find herself winning.

In an effort to keep life normal for her daughter, Madison, and while her life crumbles around her, Sarah keeps her in ballet classes against her husband wishes. Jason calls it quits on his family, leaving Sarah to fend for herself and Madison in a time of great need. This mother-daughter relationship proves essential in Madison's success as a dancer and Sarah's life as a newly single mother.

Discounted touches on aspects of life in middle class suburbia during the Great Recession with focus on unemployment and divorce and the effect they have on family life. As a result, Sarah continuously finds herself at a crossroad. The film reveals a story of hardship, loss, family, and one parent's sacrifices for the sake of her child. It makes a statement about the class system in America and the representation of art through dance. *Discounted* dips into these topics through the eyes of a mother with a young daughter, it will shed light onto the beauty that may arise from crisis when you dedicate yourself to something or someone you love.

Synopsis

In the wake of one of America's greatest economic recessions, Sarah and Jason Grant find themselves unemployed and out of luck. The not-so surprising layoff of either character opens the story and introduces the soon to be struggling family unit. Sarah and Jason's seemingly optimistic outlook in their continuing job search, within the first few months of their unemployment, dwindles as the nation's unemployment rises. Their lack of success is the root of their tension. Their petty arguments turn to fights and the future of their relationship becomes blurred. If this weren't enough the two have a daughter, Madison, who is quickly excelling in ballet. The promising and devoted young dancer is led to believe that her family's situation is unchanged. Sarah's wish to allow Madison to live an uninterrupted life hinders the family finances, sending Jason into an outrage, spiraling further into unnecessary debt he is faced with a catastrophic decision that will impact who Madison could become.

To dance or not to dance is the straw that breaks this family's metaphorical back. Sarah's unrelenting fight for her daughter to continue ballet is a stark contradiction to her husband's logical plan for their future. The rising tensions and incessant fighting prove too much for Jason. His grand exit leaves Sarah close to hopeless and Madison without a father figure. Sarah only comes to terms with Jason's concerns when she is faced with the never-ending bills on top of her continuous job search and childcare now all wrapped up. She becomes overwhelmed and nearly surrenders her promise to herself to keep Madison's life as normal as she can in the absence of financial stability and Jason. Sarah hits a low point again with the realization that her daughter is growing up quickly, dance is becoming more expensive, and she no longer fits her dance attire. Unable to fix the holes in her tights, the fraying elastic of her leotards, and cheating a shoe that is two sizes too small Sarah is forced to think quickly. Her last hope is a discounted dance store. Scraping up just enough money to keep Madison in dance leaves very little for new necessary clothing. At the register Sarah is desperate to buy Madison a leotard at the very least, emptying the contents of her bag in front of a disgruntled salesman. Winning a bit of sympathy, the salesman directs Sarah to the clearance rack and allows her to rummage through the older items he has for a cheaper price. Sarah leaves the store on the verge of a breakdown but with the items that Madison needed.

The film closes with an epilogue type flashforward. A now grown Madison performs on stage with an older Sarah sitting in the audience. Madison takes a final, silhouetted bow, the spotlight dims, and the curtain closes. Sarah's efforts during Madison's childhood have paid off. Sarah's fight for her daughter allowed her to blossom into an incredible performer and Sarah was eventually able to pull herself out of the hole that her long-term unemployment and marital collapse left her in.

Target Audience

***Ballet Dancers ages 13-24**

The film's heavy focus on ballet acts as a gateway into a dance-focused audience, particularly those who have trained and are familiar with the rigidity of ballet. The film will deal with heavier topics, including unemployment and divorce, that are more suitable for an older audience. I plan on reaching this audience mainly through social media platforms such as Twitter and Instagram. I have also found a few Facebook groups and blogs that would be appropriate platforms to advertise *Discounted*.

***Single Parents ages 30-45**

Because *Discounted* delves into the whirlwind that is divorce, single parents between the ages of 30 and 45 with children between the ages of 7 and 12 are more likely to relate to the story on screen. I plan on reaching this audience through local news sources situated in and around my hometown as a starting off point. I have researched Patch, The Star-Ledger, and Howell High School News. I will also be using social media, primarily Facebook, to reach this audience. I have also found Facebook groups that focus on single parent support to pin-point the audience.

***Suburban Middle Class 25+**

Discounted is set in a stereotypical American suburban middle class. The plot revolves around the struggle of a middle class family amid one of the largest financial crises the country has faced in recent history. Since this audience overlaps with the previous two I will use similar techniques to reach them. I will use social media hashtags on Twitter and Instagram. I found Millennial specific groups on Facebook and different blogs that get decent traffic. I will also use the local media and news sources to reach those who fit into this audience

Crew Bios



Kristen Chaballa (Writer/Producer) is an emerging producer. Currently a junior at Temple University she has written many short screenplays including *Discounted*, *Mirror Mirror*, and an Untitled Family Drama. She is working towards her degree with a concentration in producing. Kristen has worked on student theses, including *Revival*, in conjunction with senior producing students and is currently working as a producer on *Tumbling Dice*, a junior thesis. She is set to start pre-production on a short titled *It Stops*; a touching story about a young man's hardships with family, friends, and mental illness.

Cormac Hennessey (Director) is a manic wheeler-dealer that some would refer to as a director. Currently a junior BFA student at Temple University, they have been spending the past few years honing their filmmaking skills in writing, directing, and sound design. Over these past few months Cormac has been working with their team on *Tumbling Dice* in addition to working in sound on several other projects like *Revival*, *Sheet Music*, and *Carts*.

Adam Harel (Director of Photography) is a cinematographer studying film at Temple University. His love of music videos has inspired him to shoot with a variety of styles and mediums of moving images. His recent work includes being a camera assistant on various BFA and MFA thesis films such as *Revival*, *A Train Ride Away*, *Darkroom*, and *She Bites*. He also acted as co-cinematographer on *Solitude*.



Leslie Alcantar (Sound Mixer) is an emerging sound mixer, editor, and photographer. She's been the location sound recordist for several other short films and has even made a commercial for her hometown's pizza shop. She is currently the assistant editor for another short film called *Sheet Music*. Leslie aspires to learn about all aspects of audio, ranging from location sound mixing to post sound editing.

Character Descriptions

Sarah Grant is a strong willed, hardworking 30-something woman. In a once happy relationship with husband Jason, Sarah is tested by the woes of American capitalism. A dip in her tenacity sends her life spiraling in a way she hasn't known before. This soon to be single mother needs to learn how to keep a stoic face while also mending her sanity in keeping a normal life for her young daughter.

Jason Grant is a highly intelligent, not so empathetic man in his mid-30s who has reached his wits end amid a massive economic recession. Recently laid off, he lets his logical thinking get the best of him while cutting costs and jeopardizes his young daughter's future along with his marriage.

Madison Grant is a promising young ballerina around 8 years old. She is forced to watch her parents go through a tumultuous battle with unemployment while also watching their relationship unfold. To emotionally escape these difficult times, Madison turns to ballet more than ever. As she continues to grow as a dancer an outside force threatens to topple her hopeful future.

Expert Consultants (Wishlist)



LeAnn Erikson is a professor at Temple University in the Department of Film and Media Arts, specializing in exhibition and distribution. She has been an independent video/filmmaker for over 35 years. Her work has appeared on the public and cable television, in media and art galleries and has won national and international recognition in video/film essays.



Elaine Epstein is an Emmy nominated director, producer, and cinematographer. She has worked on documentaries for HBO, PBS, MTV, LOGO, Discovery Travel and Health Channels, and Lifetime. In 2008, she founded Underdog Films, a creative studio, specializing in branded content, strategy, and social media campaigns. Since then, Epstein has developed and produced internal videos and branded content for clients including AT&T, Lincoln Motor Car Company, Hansgrohe, Facebook, Hyatt, Honda, Victoria Secret, Sperry, the Alzheimer Association, the Emeril Lagasse Foundation and many more.



Katrina Killian is the current Children's Division Manager at the School of American Ballet and Repertory Director for the New York City Ballet's Education department, working with SAB Intermediate and Advanced students. She began training at SAB in 1977 and began dancing with the New York City Ballet in 1981. Upon retirement she joined SAB as a guest speaker in 1997 and was appointed to permanent faculty in 1998.

Timeline

2022

April 16 - Beatrice Deglin Leder Film and Video Production Award Application Deadline
April 20 - Crew Call
May (date TBA) - Finalize crew and key personnel
May (date TBA) - Casting Call
May 9 - Location Scout/Finalize cast
May 12 - Collect cast/crew bios and headshots (if not already acquired)
May 22 - The Jay and Linda Grunin Foundation Grant Application Deadline
May 23 - Begin drafting crowdfunding site/Finalize Budget and Secure Location
May 31 - Finish Crowdfunding Site and Launch finalized website
June 1 - Set up Film Bank Account
June 7 - Launch Crowdfunding Site
June 14 - Finalize Shooting Schedule
July 15 - Complete Crowdfunding Campaign
July 15 - 31 - Fundraising Push to local businesses
August 11 - 13 - Principal Photography
August 19 - Pickup (if necessary)
August 31 - Rough Cut / Color Grading begins
October 1 - Final Cut / Sound Mixing begins
October 5 - November (date TBA) - Distribution and Festival Research
October 15 - Garden State Film Festival submission deadline

2023

Early March (date TBA) - Diamond Screen Film Series: Women's Film Festival submission deadline
March 27 - Count Basie Center Teen + College Film Fest submission deadline
Late March/Early April (date TBA) - Diamond Screen Film Festival submission deadline

Budget Top Sheet

PRE-PRODUCTION

Description	Rate	Unit	Total Cost	In Kind	Cash
Website	\$19	12 months	\$228		\$228
Domain Name	\$12.17	1 year	\$12.17		\$12.17
Copyright	\$55.00	FLAT	\$55		\$55
SUBTOTAL			\$295.17		\$295.17

PRODUCTION

Producer	\$3,292	12 months	\$39,516	\$39,516	
Director	\$3,150	12 months	\$37,800	\$37,800	
Director of Photography	\$3,150	12 months	\$37,800	\$37,800	
1st AD	\$3,000	12 months	\$36,000	\$36,000	
Sound Mixer	\$2,250	6 months	\$13,500	\$13,500	
Production Designer	\$2,000	12 months	\$24,000	\$24,000	
Other Crew	\$5,000	FLAT	\$5,000	\$5,000	
Actors	\$5,000	FLAT	\$5,000	\$3,600	\$1,400
Chaperone/non-parent Guardian	\$100	4 days	\$400		\$400
Wardrobe	\$2,000	FLAT	\$2,000		\$2,000
Props	\$299	FLAT	\$299		\$299
Dance Studio Rental	\$50	6 hours	\$300	\$300	
House Rental	\$292.57	3 nights	\$877.71		\$877.71
Harddrives	\$99.99	3	\$299.97		\$299.97
Camera Rentals	\$4,000	FLAT	\$4,000	\$4,000	
Extraneous Set Dressing	\$150.64	FLAT	\$150.64		\$150.64
Craft Services	\$400	4 days	\$1,600		\$1,600
General Liability/Risk Management	\$1,500		\$1,500	\$1,500	
Legal Fees/Lawyer (through PVLA)	\$5,000		\$5,000	\$3,000	\$2,000
Error and Omissions Insurance	\$2,500		\$2,500		\$2,500
Travel Reimbursement	\$50	4 days x 5 cars	\$1,000		\$1,000
SUBTOTAL			\$218,543.32	\$206,016	\$12,527.32

POST PRODUCTION

Head Editor/Post Supervisor	\$3,000	3 months	\$9,000	\$9,000	
Color Correction	\$2,000	FLAT	\$2,000		\$2,000
Sound	\$2,500	FLAT	\$2,500	\$2,500	
Music Licensing	\$1,000	FLAT	\$1,000		\$1,000
SUBTOTAL			\$14,500	\$11,500	\$3,000

DISTRIBUTION

Distribution Supervisor	\$3,000	5 months	\$15,000	\$15,000	
Festival Fees	\$450	FLAT	\$450		\$450
Festival Travel	\$1,500	FLAT	\$1,500		\$1,500
Graphic Designer	\$500	FLAT	\$500	\$500	
Deliverables	\$5,000	FLAT	\$5,000		\$5,000
SUBTOTAL			\$22,450	\$15,500	\$6,950
BUDGET SUBTOTAL			\$255,788.49	\$233,016	\$22,772.49
12% Contingency			\$30,694.69		\$2,732.70
BUDGET TOTAL			\$286,483.18		\$25,505.19

KRISTEN CHABALLA

Producer • Filmmaker • Writer

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EDUCATION

TEMPLE UNIVERSITY, Philadelphia PA

BA Expected: May 2023

BA Producing Concentration

3.94 Cumulative GPA

Dean's List: Fall 2019, Spring 2020, Fall 2020,
Spring 2021, Fall 2021

SELECTED FILMOGRAPHY (2017-PRESENT)

<i> tumbling dice </i>	2022
Producer (8 minutes, comedy)	
• <u>Roles</u> : Fundraising	
Head of Crowdfunding Campaign	
Catering	
Head of Exhibition and Distribution (in progress)	
<i>Revival</i>	2022
Associate Producer/2nd 2nd AD (15 minutes, drama)	
• <u>Roles</u> : Fundraising team - Raised over \$13,000	
Worked via Crowdfunding	
Catering	
Crowd and Extras Coordinator	
<i>To the Parents/Guardians</i>	2021
Director/Actor (drama)	
<i>Discounted</i>	2020
Writer/Producer (8 pages, drama, in progress)	
<i>Throw the Distance</i>	2020
Producer/Director (6 minutes, documentary)	
<i>Mirror Mirror</i>	2019
Writer/Director/Producer (5 minutes, drama)	
<i>Diversion</i>	2017
Producer/Co-Director (3 minutes, experimental)	

SKILLS

Adobe Premiere Pro, Microsoft Office, Google Suites,
Canon EOS7, Canon EOS6, Lumix GH4, Black Magic
Camera, Movie Magic Budgeting, Movie Magic
Scheduling, Celtx, StudioBinder

Appendix

***Target Audience - Ballet Dancers ages 13-24**

- **A Dancer's Life Blog:** "The heart of our brand philosophy is simple - through creative innovation we inspire and empower the dancer's way of life" (47.7k followers) <https://www.energetiksblog.com.au/>
- **The Whole Dancer Blog:** <https://www.thewholedancer.com/blog/>
- **Social Media - Instagram and Twitter Hashtags**
 - #ballet (18.1m posts)
 - #dancelover (1.6m posts)
 - #ballerina (7.1m posts)
 - #shortfilm (5m posts)
- **Social Media - Facebook Groups**
 - Ballet Lovers! (16.9k members)
 - Dance Accepts Everyone (307,6k members)
 - Kathryn Morgan's Ballet Community (15.5k members)

***Target Audience - Single Parents ages 30-45**

- **Social Media - Facebook Groups**
 - Single Parents: Surviving Single Parenthood (111.6k members)
 - Single Parent Sanity (24k members)
 - Parents without Partners - for both parents and their children (4.9k members)
- **Local Online News Sources - Focused in New Jersey**
 - Patch - Howell, NJ (averages 82k visits per month)
<https://patch.com/new-jersey/howell>
 - The Star-Ledger/NJ.com <https://www.nj.com/starledger/>
 - Howell High School News - Alma Mater; performing arts high school with specialties in dance, acting, and entertainment technology (about 2,200 students). Regionally districted with 5 other high schools (approximately 10,800 students total)
<https://www.frhsd.com/domain/166>

***Target Audience - Suburban Middle Class 25+**

- **Social Media - Twitter/Instagram Hashtags**
 - #shortfilm (5m posts)
 - #dance (133m posts)
 - #womeninfilm (1.1m posts)
 - #suburbs (578k posts)
- **Facebook Groups**
 - Born Zillennial (198.6k members)
 - Millennial Moms (9.7k posts)
- **Local Online Newspapers - Focused in New Jersey**
 - Howell Patch (averages 82k visits per month)
<https://patch.com/new-jersey/howell>
 - The Star-Ledger <https://www.nj.com/starledger/>
- **Blogs**
 - The Millennial Blogger - A blog dedicated to Millennial Spirit
<https://themillennialblogger.com/>
 - How to Survive Life in the Suburbs
<https://www.howtosurvivelifeinthesuburbs.com/>