

GORILLA TAPES - TREATMENT OUTLINE FOR LOW PAY SCRATCH VIDEO

The nature of Scratch Video is that it cannot be fully scripted before editing occurs - while we can give you some broad outlines we must also leave some leeway for improvisation in the editing. The brief that Richard Wright has given us can be summarised as the production of a short (3 - 5 min) piece of scratch style video which will get young people interested in some of the issues around low pay, wages councils, and unionisation. This material should be dealt with in reference particularly to the fast food and catering sectors, using well known TV images from ads, news footage etc and 'soul funk' type music.

The tape will be constructed on the basis of a narrative voiceover written and performed as a 'rap' to music and rhythm. Each 'verse' or section of the rap will be followed by a short clip which gives the wider political context and government policies.

The tape starts with an account in the rap of youth being unemployed, wanting work, being bored, wanting money to spend so you can have some fun. This will be visually illustrated by standard TV type images of unemployment (dole queues, empty factories, news statistics) cut against images of trendy youth with lots of money to spend taken from those ads aimed at the 'youth' market for clothes, records, banking etc. This is all very uptempo, and cut to the rhythm of the music and rap voiceover. The narrative goes on to describe how there are always jobs available at MacDonalds or Kentucky so why not go down there and check it out? At this point the visuals move on to shots, both our own and TV ads, of the 'image' presented to the world by these fast food chains, ie happy smiling staff and well satisfied customers. An idealised picture.

Music continues but here we get the first break between sections, this time of government ministers talking about the creation of 'real jobs' and getting the country back to work etc. Either off-air recordings from Tory Party Conference or ITN news footage. These statements are obviously not delivered plain, they will be scratched and cut to the beat like everything else.

This section deals with the reality of working in the fast food

catering sector. The rap will go on to describe how it actually is when you get one of these jobs, constant pressure to work faster, not having the time to go out and enjoy yourself because of shift work, getting laid off when there's little work, no sick pay or holiday pay and really lousy wages. This is illustrated by images of workers in this industry which are either speeded up or edited in such a way as to emphasise the repetitive nature of the work. Also lots of shots of the actual products, again repeated to give the idea of the unending flow of work. Perhaps also some very well known images of work here such as those from 'Modern Times' which would both be funny and also show the idea of working under pressure.

If you want some style you gotta have cash.
The rap is then replaced by a section in which the abolition of wages councils is reported by government spokespersons from news footage. The policy that suggests wage councils cause unemployment is revealed. Again using the music and editing techniques from the rest of the tape.

It's only part time but it's easy work.
The rap in its third section draws conclusions from the the realities encountered in the second verse. The rich work harder by being paid more, the poor by being paid less. Wider political conclusions are made by the voiceover/rap about this state of the nation. Images of luxury living and 'conspicuous consumption' cut against shots of ordinary workers at their jobs, the visual impression is one of two nations. The rap will go on to deal with the necessity to organise if, as an individual worker in catering, you want to improve pay and conditions. You can't do it on your own, you need the support of the union. We'll use some of the fast food ads again here but this time turn the meaning around so that they become an invocation to join your union. There'll also be images of positive solidarity, big crowds, marches, to give the impression of strength and unity.

LOW PAY RAP - FIRST DRAFT: FIRST VERSE

Grandmaster Flash 'Close to the Edge' rhythm.

Being on the dole - you know its true what they say
Rots your soul, causes brain decay.
Get so bored watching breakfast TV,
Hanging around, you know its not healthy.
Gotta get out, gotta have some fun,
But you gotta have money for your place in the sun.
If you want some style you gotta have cash,
Twenty five quid a week's not a big enough stash.
Some food and some fags, or you buy a pair of pants,
Thats it for the week, you stay at home and dance.
So your friend say 'Hey Big Mac's the place,
Kentucky Fried Chicken, I know they got space.
Its only part time but its easy work,
So get off your butt, don't be a jerk.
Hours to suit and great rates of pay,
Good prospects too, or so they say.
You just gotta be friendly, no skills required,
So get on down, you're bound to be hired.'
A fat pay packet you think to yourself
And off you go, pursuing dreams of wealth.

*This will be given to a 'rap' artist who
will obviously alter and put it into their
own words.*