

Visit Mendocino Dashboard Drives Video Series Fuller Digital Media

Summary

Three Mendocino County regions visited by three diverse sets of characters on compelling road trips with one message...Visit Mendocino.

3 Regions

- Inland Mendocino County
- Coastal Mendocino County
- Anderson Valley

Characters

Video #1

- Milan: bookish researcher who loves planning, history and details; loves to tell Dad Jokes
- Vanessa: sporty fitness freak who needs to work out daily; rolls eyes a lot
- Benji: 10-year old, intelligent kid who hasn't yet discovered girls; he and the dog stick together
- Smalls: friendly black lab, not too bright, needs to go on a diet; Smalls has bladder issues and repeats himself. Need shots with a Go-Pro
- The car: Toyota Prius with an Eeyore attitude; British accent: Marvin the Paranoid Android.

Video #2

- Gay couple (male? Female?)
- Small dog

Video #3

- Grandma/Grandpa
- Grandson (granddaughter)

Possible locations

Video #1: Inland
Welcome to Mendo County highway sign
Skunk Train/County Museum/Kemmy's
Willits Arch
Todd Grove/golf/rocket ship
Confusion Hill/Drive through tree
Cannabis
Winery: Campo Vida or Rivino or Jaxon Keyes

Video #2: Anderson Valley
Boonville Inn
Hendy Woods
Goat Cheese
Museum
Apple Farm
Winery: Navarro/Roederer/Madrone

Video #3: Coast

Montgomery Woods
Botanical Gardens
Point Arena Lighthouse
Glass Beach
Noyo Harbor/Dog Beach
Mendocino Village
Little River/Van Damme kayaking
winery: Pacific Star

Notes:

- The car communicates via talk bubbles
- Tom Yates, KOZT delivers factoids over the radio
- Use Ukiah Daily Journal Sunday headlines camera shot
- Use dash cam shots, in car conversations, scenic highway shots with car driving along

Script idea references:

- Covid/proof of vaccine
- Cell phone service issues/charger issues
- Dog issues: poop, water, leashes, Montgomery Woods tree marking
- Cannabis
- Boontling
- Packing issues
- Google maps/asking for directions
- Deciding where to stay/where to eat
- Pandora/podcasts/radio issues (KOZT)
- Clothing optional hot springs

Dashboard Drives #1
Inland Mendocino County

written by

Rusty Eddy

October 4, 2021
First Draft

1

EXT. GARAGE OF HOME-MORNING

1

PRIUS IN DRIVEWAY, TRUNK OPEN, SUITCASE/DUFFLE BAG(S) BEING PACKED BY DAD. MOM, KID AND DOG ARE ALREADY IN THE CAR.

CAR(Prius)
Oh my headlamp hurts. Another family trip?

(PRIUS IN DRIVEWAY, TRUNK OPEN, SUITCASE/DUFFLE BAG(S) BEING PACKED BY DAD. MOM, KID AND DOG ARE ALREADY IN THE CAR.)
[[Talk bubble graphic with car dialogue]]

MILAN
Just loading up food for Smalls, then we're off!

SMALLS
"Oh boy, oh boy, oh boy! Hungry, hungry!"

MILAN
(pointing at Smalls) Hey, did you know that dogs can't operate MRI machines...but cats can!"

(VANESSA and BENJI roll eyes, SMALLS pants, looks longingly at a tree in the front yard.)

2

EXT. WELCOME TO MENDOCINO SIGN - DAY

2

Family in car driving North on 101 past the Mendocino Co. welcome sign

VANESSA (excited)
wilderness! I'll bet there's great hiking!

BENJI (excited)
waves! Can we go swimming?

MILAN (relieved and grateful)
Ah, wine! Hey, do you know what the ocean said to the beach? Nothing, it just waved! (VANESSA and BENJI roll eyes)

SMALLS
Pee time, pee time...

3 EXT. HOPLAND WELCOME SIGN - DAY 3

Family continues North and enters the town of Hopland. Welcome to Hopland Sign is seen as is the Mendocann Entrance Sign. Conversation continues as we see the main downtown of Hopland pass by.

MILAN (excited)
Hey, look at that, there's a canna...(catches himself)

BENJI
a can-a-what, dad?

MILAN
uh, nothing, I thought I saw a Canada goose. Did you know there is an amazing diversity of wildlife in Mendocino County, even giraffes and zebras in Point Arena!

(VANESSA and BENJI look at each other doubtfully.)

4A EXT. ENTERING UKIAH VALLEY - DAY 4A

(Voice heard from inside the car as we see it entering the Ukiah valley)

VANESSA
I heard Ukiah has a disk golf course...

MILAN
And a REAL golf course,

4B EXT. TODD GROVE PARK - DAY 4B

The car drives around the park golf course and rocket ship come into view

MILAN
Look, there's the golf course! And check out that Rocket Ship!

BENJI
Can we stop, dad? I gotta pee?
[[Skateboard Park is at Low Gap?]]

SMALLS
(pained voice, groaning looking out car window as it passes park)
Trees! Trees!

CAR (relieved as is pulls into a space)
 It's about time...
 [[Talk bubble graphic with car dialogue?]]

MILAN
 I dunno, I don't trust all those trees...they look kind of shady...
 (VANESSA and BENJI roll eyes.)

4C EXT. DOWNTOWN UKIAH - LATER 4C

FAMILY AND DOG WITH GO-PRO WINDOW SHOPPING STANDLEY/
 SCHOOL STREET

SMALLS
 Oh boy, Oh boy, Oh boy!

(Smalls drinks from a dog bowl outside of a restaurant.)

SMALLS
 where to next? Oh boy, Oh boy!

4D EXT. RIVINO WINERY - MAGIC HOUR 4D

Family sits at a table toasting the trip, Smalls sleeps as we hear the music playing.

5A EXT. CHARGING STATION IN UKIAH - NEXT MORNING 5A

Family loading car while dad unhooks from charging station.

(Milan unhooking charging unit from car)

VANESSA
 I haven't slept that well in a long time.

MILAN
 Must have been that bottle of Mendocino County Zinfandel?...
 Off to ride the Skunk Train.

CAR
 Finally, another mode of transport

(as car pulls away)
 [[Talk bubble graphic with car dialogue?]]

5B EXT. CAR ENTERS THE WILLITS VALLEY - MORNING 5B

Car and family continue on 101 into the willits valley as we hear the following dialogue.

BENJI
Hey Siri why is it called the
Skunk Train?

SIRI(Audio)
It's because old timers said you
could smell the train before you
could see it.
[[Siri actually responds in the same words]]

MILAN
By the way, do you know what a
writer's favorite train station
is?

BENJI
Oh no...

MILAN
Penn Station!

SIRI (Audio)
I'm sorry I'm having difficulty
understanding you...

6 **EXT. WILLITS ARCH - DAY** 6
Family inside car driving through willits and under
the arch on the way to the Skunk Train.
(INSIDE CAR)

VANESSA
Look at that! Did you know the
City of Reno donated that arch to
willits in 1995?

CAR
(sarcastically) At least we're not
driving all the way to Reno.
[[Talk bubble graphic with car dialogue]]

(VANESSA AND BENJI LAUGH, MILAN ROLLS EYES)

7 **EXT. SKUNK TRAIN STATION/COUNTY MUSEUM - MOMENTS LATER** 7
Family pulls into Train Station
[[THE TRAIN STATION AND MUSEUM/FRONTIER DAYS PARK ARE NOT RIGHT
TOGETHER SO I'D STICK WITH JUST THE TRAIN STATION]]

MILAN
(MORE)

MILAN (CONT'D)
 LET'S GET THE TRAIN TICKETS AND
 THEN WE CAN TAKE A QUICK LOOK IN
 THE COUNTY MUSEUM.
 (SOUNDS OF TRAIN BELL OR
 HORN)

8A **EXT. DRIVING NORTH ON 101 TOWARD DRIVE THRU TREE - THAT** **8A**
AFTERNOON

VANESSA
 North to Leggett and the drive
 thru tree... Did you hear the
 train conductor say that Mendocino
 County supplied Redwood timber to
 rebuild San Francisco after the
 1906 earthquake?

BENJI
 Drive through a tree?

8B **EXT. LEGGETT DRIVE THRU TREE - AFTERNOON** **8B**
 (SMALLS GO-PRO FOOTAGE AT DRIVE THROUGH TREE)

SMALLS
 Oh boy, Oh boy! Huge tree!

CAR
 They'd better remember to fold in
 my side mirrors.

(MILAN and BENJI roll eyes.)

9 **EXT. CONFUSION HILL - AFTERNOON** **9**
 FAMILY IN PARKING LOT OF CONFUSION HILL ATTRACTION

BENJI(looking at a Chipalope?)
 what's a Chipalope?

MILAN
 It's a rare combination of
 antelope and chipmunk like when
 you cross fireworks with a duck
 and get a firequacker!

(VANESSA and BENJI roll eyes.)

EXT. LONG SHOT OF CAR DRIVING SOUTH ON 101 - SUNSET #10
[[Is there a sign post at the 128/101 junction that says how many miles to Boonville/Coast and how many miles to SF?]]

SMALLS
(panting) where to next? Oh boy,
oh boy!

11

GFX.VMC LOGO TAGLINE- MENDOCNO COUNTY...WORTH THE DRIVE

11