

## **Best in Snow – DRAFT #1**

If you had to characterize the essential Yukon character would the following come to mind?

-or- when you think about our flag (or CoA) what are the first things that come to mind?

["stands on top of his house and releases a line drive of pee at chest height"]

I'll bet you haven't thought of that before. If you've ever thought about it at all.

But that might have changed about a month ago when a shiny brochure arrived in the mailbox. It was a document commemorating Yukon's coat of arms. It had lots of information.

But there was something about the cost of arms that caught the attention of Mark and I. Something that was a pretty serious problem.

It's the dog. That malamute husky that stands tall on the top of the shield. We don't know anything about it. Does it have a name? Does it play fetch? Did it go to obedience school? What's the deal with that dog on our coat of arms?

Rod (lastname) knows what we're talking about. He's co-owner/operator of Uncommon Journeys – a local dog mushing tour company.

[Rod: characteristics of sled dogs for CoA, about attitude..]

It's pretty obvious that the dog needs an identity. So, as a service to the public, Mark and I decided

to visit a dog musing yard - where the strong and independent Yukon dogs live - and try to come up with some characteristics for what is essentially Yukon's family pet.

When we arrived at Uncommon Journeys, Martha (lastname), co-owner of the operation, assured us pretty quickly we had come to the right sort of place.

[loud dog noises]

["in our yard we have about 51 adult dogs and 11 puppies, puppies are 6 months..."]

It seemed like the perfect opportunity to engage in the ultimate decision making tool. We'd try to identify our iconic dog from the CoA by holding, well, a beauty pageant.

Already, we were over our heads.

[Q: do you know how a dog show works?

A: have seen best in show

Q: we need to pick a dog that's on the coat of arms - we don't really know how to do that.]

Mark and I stood with Martha on the edge of the dog yard with a goal. We were there to come up with some characteristics to give to the dog on our coat of arms.

All we needed to do was find a black and white malamute with some attitude and we'd be set.

Turns out that wasn't so easy.

[Q: Take us to your malamutes

A: no malamutes]

No malamutes? This wasn't starting well. Turns out that mushers these days don't really use malamutes. They use Alaskan Huskies – a mixed breed of dog that's better suited to the task.

Even though we were already astray, we found the courage to soldier on. Martha took us around the yard and showed us some dogs that at least kind of fit the criteria.

[Nikolai – stud dog, ¼ Greenlandic, got the look, etc]

[Oscar – would like you to scratch his bum – mark does  
-“definitely looks like the dog on the CoA  
-will jump on the roof of his house and show you the pose]

[Hurricane: was in vegas... in front of 2000 people]

[Hobbes: nice blue eyes, leads, fluffy, like to kiss (good sound)]

[Martini – pet. Could be a rep for the modern husky. Has sled dog ancestry, but .. lies in front of the fire, doesn't go outside if colder than -20, really doesn't have anything to with the traditional husky role – happier on the couch]

[Martha: “he's outside of the yard, part of the retired contingent”

Mark: “we have retirees in the Yukon...”]

[Tex: into the leisure thing, nature walks, knows when there's stories about him, former champ dog of hans gatt – not b&w]

That was a pretty wicked slate of candidates. The question really is, do we need to go anywhere else? We asked Martha.

[I don't think you need to go anywhere else – I'm going to support my dogs.]

Just about then, Rod came back. We told him about the list of finalists and he wasted no time in filling us in. Maybe he's been a pageant judge before.

[Rod's rundown of the finalists -about oscar]

So, we have some characteristics, but what about a name? Rod and Martha use themes, like Hawaii or Drinks. She tells us how it works.

["you could have many names, like race horses bla bla bla and then use a nickname, but be careful, because it could be mocked."]

When considering a name for our dog, we don't want to peg it to anything partisan – besides, what would a dog think of partisan politics?

[they might pee on politicians from every party; our dogs don't bite.]

## Best in Snow

### Draft Script #2

[CLIP – stands on his house and release a line drive of pee...]

Does that sound like your typical Yukoner? Probably not. Well, *hopefully* not. Sounds more like something a Yukon sled dog might do. But there's a connection there—at least according to a glossy brochure tucked into the *Yukon News* last December...

"The malamute seems a fitting symbol for how Yukoners like to characterize themselves," Premier Fentie wrote in praise of the dog that proudly stands atop the territory's 50-year old Coat of Arms. You know, that thing on the flag.

*Strong. Independent. The ability to pull heavy loads and, um, provide vital warmth through cold winter nights...*

These are the qualities the Premier went on to list.

But, reading this description, something didn't feel right. It was *so* generic. If this malamute represents Yukoners—or at least serves as our unofficial family pet—shouldn't it have a little more... *personality*?

Mark and I thought so. Which explains how we found ourselves on the way to a local dog yard one sunny Saturday morning.

[MUSIC?]

When we arrived at Uncommon Journeys, co-owner owner Martha Taylor assured us we were in the right place.

[LOUD DOG NOISES]

[CLIP: "we have about 51 adult dogs and 11 puppies..."]

Our job now was to wade into the yard to find a malamute with enough character to fill the booties of our iconic furball. Yep, we were talking about a good old fashioned dog pageant... There was just one problem...

[CLIP: "Do you know how a dog show works?" I've seen Best in Show..."  
Etc]

With a little method thrown in with our madness, we got the pageant underway with Martha as our host.

[CLIP: "Take us to your malamutes..." "No malamutes..."]

So, maybe we had *two* problems... But, as Martha explained, the malamute is a pretty rare breed in the Yukon these days. Turns out, most mushers use Alaskan Huskies – a smaller, shorter haired mixed breed that might include some malamute.

With our modified criteria, we began to search for dogs that looked, y'know, sortof malamute-ish and had a colourful personality.

Our first contestant, Nikolai.

[clip]

Next up, Oscar.

[clip]

Our first female contestant, Hobbes.

[clip]

Well, things were actually going quite smoothly! And our next contestant upped the stakes even more.

[hurricane was a vegas showgirl]

Just when we thought we had the perfect slate of candidates, Martha nominated one last dog, Tex - a retiree who didn't really have the look, but had a pretty impressive resume.

[clip]

At this point, we had a pretty wicked slate of candidates. But before we moved onto the decision, we wanted to double check something. Did any of our finalists have political opinions that might lead to, say, biting criticism of one party and not another?

[clip re: pee on anyone, don't bite]

And with that out of the way, it was decision time! Lucky for us, Martha's husband Rod swooped in on a dogsled. He had a pretty clear idea of what to look for and who had it.

[rod- characteristics]

[Rod - about oscar]

Rod had a pretty clear opinion. But we weren't so sure. There were qualities about all of the dogs that we really liked. What could we do?

[music - building drama]

Well, neither Mark or I know much - well anything really - about dog breeding. But right around that point we decided throw together our favourite qualities to create, you know, a superdog.

That's right, a dog that.. [info from clips]

There was just one last thing we had to do. Give it a name.

How are we going to pick one name - a single word - for a dog that belongs to us all? Martha had a suggestion.

[it could have quite a few names and you could shorten it to a nickname - but be careful with nicknames because they can be mocked.]

Call it a cop-out, but we didn't give the dog a name. Two guys can't be expected to solve all the Yukon's pressing issues.

We saw this dog on our coat of arms, languishing with a set of generic character traits. We rescued it from obscurity...

Not bad for a morning's work. Yay for us.

## Best in Snow – DRAFT #3

[CLIP – stands on his house and release a line drive of pee...]

Does that sound like your typical Yukoner? Probably not. Well, *hopefully* not. Sounds more like something a Yukon sled dog might do. But there's a connection there – at least according to a glossy brochure tucked into the newspaper last December...

"The malamute seems a fitting symbol for how Yukoners like to characterize themselves. Strong. Independent. The ability to pull heavy loads and, um, provide vital warmth through cold winter nights."

This is what Premier Fentie said of the dog that proudly stands atop Yukon's Coat of Arms. You know, the coat of arms - that crest-like thing on our flag?

But, in reading this description of the dog, something didn't feel right. It was *so* generic.

If this malamute represents Yukoners, or at least serves as our unofficial family pet, shouldn't it have a little more... *personal i ty*?

This was something that bothered Mark and I. And that's why we decided to go forth and give that dog some character. Y'know, find some traits that would truly represent the dog on our coat of arms.

Which explains how we found ourselves on the way to a local dog yard one Saturday morning.

[MUSIC?]

When we arrived at Uncommon Journeys, co-owner Martha Taylor assured us we were in the right place.

[LOUD DOG NOISES]

[CLIP: "we have about 51 adult dogs and 11 puppies..."]

Our job now was to wade into the yard to find a malamute with enough character to give some life to our Coat of Arms dog.

How would we do this? Well, the *only* way, of course - through a good old fashioned dog pageant..

There was just one small problem..

[CLIP: "Do you know how a dog show works?" I've seen Best in Show..." Etc]

Ok, that was a problem. No one knew how to hold a pageant. But not knowing a few mere details wasn't going to shut down our all-important mission.

So, with no method to our madness, we got the official *Coat of Arms Dog Pageant* underway with Martha as our host.

[CLIP: "Take us to your malamutes..." "No malamutes..."]

Well, that was our second problem.. But, as Martha explained, the malamute is a pretty rare breed in the Yukon these days. Turns out, most mushers use Alaskan Huskies - a smaller, mixed breed - some of which *might* include some malamute.

[short sting]

With our modified criteria, we began our search for dogs that:

First: at least kind of looked like our Coat of Arms dog and  
Second: had a colourful personality that Yukoners could be proud of.

Our first contestant was Nikolai.

[clip]

Next up, Oscar.

[clip]

Then came first female contestant, Hobbes.

[clip]

Well, things were actually going along quite smoothly! And our next contestant upped the stakes even more!

[hurricane was a vegas showgirl]

Just when we thought we had the perfect group of contestants, Martha nominated one last dog, Tex - a retiree who didn't *really* have the look, but had a totally impressive resume.

[clip]

And just like that, it was decision time. What were we going to do? All of a sudden, the pressure was on.

Lucky for us, Martha's husband Rod swooped in on a dogsled. *He* had a pretty good idea of what to look for and who had it.

[rod- characteristics]

[Rod - about oscar]

So Rod had a pretty clear opinion. But we weren't so sure. There were qualities about all the dogs that we really liked.

What would a *professional* pageant judge do in this situation?

[music – building drama]

Well, neither Mark or I know much - well anything really - about dog breeding. But right around that point we decided throw together our favourite qualities to create, you know, a superdog.

That's right, a dog that.. [info from clips]

Finally, we had found some characteristics for the dog on our coat of arms. That left us with *one* more thing to do. Give it a name.

But how were we going to pick one name – a single word – for a dog that belongs to all of us? Martha had a suggestion.

[it could have quite a few names and you could shorten it to a nickname – but be careful with nicknames because they can be mocked.]

After brainstorming for a few minutes, we decided to cop-out. We didn't give the dog a name. Two guys can't be expected to solve *all* the Yukon's problems.

We saw this dog on our coat of arms, languishing with a set of generic character traits. And we liberated it from obscurity.

It was the most patriotic thing either of us had ever done.

So the next time you see that dog on our flag, or in that coat of arms mailout, maybe you'll see more. Maybe you'll now think of it as [a or b]. It's up to you.

One thing's for sure though. Besides character or breed or even name, that dog definitely smells like Yukon.

## Best in Snow – DRAFT 4

[CLIP – stands on his house and release a line drive of pee..]

Does that sound like your typical Yukoner? Probably not. Well, *hopefully* not. Sounds more like something a Yukon sled dog might do. But there's a connection there – at least according to a glossy brochure tucked into the newspaper last December...

"The malamute seems a fitting symbol for how Yukoners like to characterize themselves. Strong. Independent. The ability to pull heavy loads and, um, provide vital warmth through cold winter nights."

This is what Premier Fentie said of the dog-husky that proudly stands atop Yukon's 50-year old Coat of Arms. You know, the Coat of Arms - that crest-like thing on our flag?

But, ~~in~~ reading this description ~~of the dog~~, something didn't feel right. It was so generic.

If this malamute-dog represents Yukoners, or at least serves as our unofficial family pet, shouldn't it have a little more... *personality*?

This was something that bothered Mark and I. And that's why we decided to go forth and give some real character to that dog ~~some character on our Coat of Arms~~.

~~Y' know, find some traits that would truly represent the dog on our coat of arms put a little animation in the animal that's supposed to symbolize Yukoners.~~

Which explains how we found ourselves on the way to a local dog yard one Saturday morning.

[MUSIC?]

When we arrived at Uncommon Journeys, co-owner Martha Taylor assured us we were in the right place.

[LOUD DOG NOISES]

[CLIP: "we have about 51 adult dogs and 11 puppies..."]

Our job now was to wade into the yard to find a malamute with enough character to give some life to that two-dimensional prisoner on our Coat of Arms ~~dog~~.

How would we do this? Well, the *only* way, of course - through a good old fashioned dog pageant ~~... ..~~

There was just one small problem.

[CLIP: "Do you know how a dog show works?" I've seen Best in Show..." Etc]

Ok, that was a problem. No one really knew how to hold a dog pageant. But ~~not knowing a few mere details wasn't going to~~ we weren't about to let our own ignorance shut down ~~our~~ this all-important mission.

So, with ~~no~~ very little method to our madness, we got the official *Coat of Arms Dog Pageant* underway with Martha as our host.

[CLIP: "Take us to your malamutes..." "No malamutes..."]

Well, that was our second problem ~~... ..~~ But, as Martha explained, the malamute is a pretty rare breed in the Yukon these days. Turns out, most mushers use Alaskan

Huskies – a smaller, mixed breed - some of which *might* include ~~some~~ malamute.

[short sting]

With our modified criteria, we began our search for dogs that:

First: at least kind of looked like the big black and white dog on our Coat of Arms ~~dog and~~.

~~Second~~ And second: had a ~~colourful~~ personality colourful enough to represent Yukoners and make them feel proud ~~that Yukoners could be proud of~~.

Our first contestant was Nikolai.

[clip]

Next up, Oscar.

[clip]

Then came first female contestant, Hobbes.

[clip]

Well, things were actually going along quite smoothly! And our next contestant upped the stakes even more!

[hurrucane was a vegas showgirl]

Just when we thought we had the perfect group of contestants, Martha nominated one last dog, Tex - a retiree who didn't *really* have the look, but had a totally impressive resume.

[clip]

And just like that, it was decision time. What were we going to do? All of a sudden, the pressure was on.

Lucky for us, Martha's husband Rod swooped in ~~in on-on-aa~~ dogsled. He had a pretty good idea of what to look for and who had it.

[rod- characteristics]

[Rod – about oscar]

So Rod had a pretty clear opinion. But we weren't so sure. There were qualities about all the dogs that we really liked. What would a *professional* pageant judge do in this situation?

[music – building drama]

Well, neither Mark or I know much - well anything really - about dog breeding. But right around that point we decided to throw together our favourite qualities to create, you know, a superdog.

That's right, a ~~dogdog~~ that.. [info from clips]

Finally, we had found some characteristics for the ~~dog-husky~~ on our ~~C~~oat of ~~A~~arms. That left us with *one* ~~more-last~~ thing to do. Give it a name.

But how were we going to pick one name – a single word – for a dog that belongs to all of us? Martha had a suggestion.

[it could have quite a few names and you could shorten it to a nickname – but be careful with nicknames because they can be mocked.]

After brainstorming for a few minutes, we decided to cop-out. We didn't give the dog a name. Two guys can't be expected to solve *all* the Yukon's problems.

We saw this ~~dog-husky~~ Langui shi ng on our coat of arms, ~~Langui shi ng~~ with a set of

generic character traits. And we liberated it from obscurity.

It was the most patriotic thing either of us had ever done.

So the next time you see that ~~dog-husky~~ on our flag, or ~~in that coat of arms mail out,~~ maybe you'll see more. Maybe you'll ~~now~~ think of it as [a or b]. It's up to you. ~~But~~ One thing's for sure ~~though~~. ~~Besides~~ Whatever its character or breed or even name, that dog definitely smells like Yukon.