

# Smells Like Yukon

“Knock It Off”

## Production Script

[~620 words; ]

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The first big story Smells Like Yukon ever broke was about the Yukon’s Coat of Arms. Mark and I were concerned that the husky on the top was too... two-dimensional, so we tried to breathe some personality into that old dog.

[SFX BED: dog yard, barking]

But even after that quest, we still didn’t feel, well, *satisfied*.

I mean, is an aging husky the best symbol to represent the 21st Century Yukon, especially when it’s a *malamute*—hardly a common breed these days? Wouldn’t an *Alaskan* husky be more appropriate? Or maybe one of the countless other breeds popular among Yukoners?

Or really—why a dog at all? Some of us are cat people, you know.

Mark and I thought that if we drew attention to this important issue, surely Yukoners would want to knock that malamute off its pedestal.

[SFX: wrecking ball? Dog whimpering?]

Man, were we *wrong*. Even my wife Jo wasn’t behind me on this one.

[CLIPS: Jo says, exasperated, “Why can’t you guys let sleeping dogs *lie*?” Jesse replies “Uh, technically, that dog is *standing*...” **Short, short clip**]

Undaunted, Mark and I approached Bill Barnie. When Bill designed a new raven license plate for the Yukon, all his efforts did was stir up a lot of controversy.

We wanted to give him and his feathered friend another chance.

[CLIP: Bill Barnie interview: SLY 3, TRACK 22: (Question) 00:02-00:10 + 00:20-00:53 = **41 seconds MAX Edit as you see fit**]

At last, we had a suggestion to replace the husky on the Yukon’s Coat of Arms—albeit a suggestion with considerable baggage.

With a renewed sense of purpose, Mark and I hit the streets to press Yukoners for other alternatives. But this time, we softened our approach: We were no longer trying to “knock that husky off;” we just wanted to give it a... well-deserved break after 50 years of loyal service. In other cases, the mention of rabies seemed to do the trick.

Suddenly, we had more ideas than you could shake a stick at. In our world, that comes to about five.

[CLIP: Tim says “A gold pan.” SLYM1, TRACK 22: 00:28-00:29 = **2 seconds**]

[CLIP: Alastair says “A German tourist. I’d like to see a German tourist sitting on top of our Coat of Arms.” SLYM1, TRACK 16: 00:54-01:02 = 8 seconds]

[CLIP: Sylvan says “A mountain bike!” Mark says “You sound French... What about a fleur de lis? Or poutine?” Sylvan replies. “I like the poutine idea... maybe a big chunk of cheese curds or something, yeah...” SLY 3, TRACK 04: 01:10-01:30 = 20 seconds]

[CLIP: Bill says “I think a young government worker, maybe in like a Pathfinder, maybe with a bunch of bikes and skis on the roof might be a better symbol of what the Yukon is like nowadays.” Marks says “And you can see that parked proudly atop Yukon’s Coat of Arms?” Bill says “I think so.... That’s more realistic.” SLY 3, TRACK 02: 02:00-02:28 = 28 seconds MAX]

**After hearing one wrong answer after another, we finally had a breakthrough. Mark found a lone visionary who identified a symbol that we *knew* Yukoners could really get a grip on.**

[CLIP: Penny says “A Chilkoot Beer bottle... I don’t know.. (laughter)” Mark says “That would be your choice—Chilkoot?” Penny replies “Chilkoot Beer bottle, sure.” Mark asks “Why do you say that?” Penny replies “You see a lot of Yukoners with them in their hands—more than you see the malamute husky, I guess.” SLY 2, TRACK 23: 01:00-01:15 = 15 seconds]

[CLIP / BED: Bottling sounds. SLY 3, TRACK 19]

**Now, Mark and I will use *any* excuse to visit a brewery—and our question for Yukon Brewing Company president Bob Baxter seemed like a good one.**

[CLIP: Mark asks “Is 10 a.m. too early for a beer?” Bob replies “Not in my world.”]

**And, uh, we also had *this* question.**

[CLIP: Mark asks “We like the idea of a quality Yukon beer to replace the husky on Yukon’s Coat of Arms, but we’re not sure Chilkoot is the best choice, symbolically-speaking. Could you recommend a better one?” Bob answers Lead Dog.... etc SLY 3, TRACK 21 *Edit as you see fit!*]

**It was all very convincing.... But as Mark began to collect 12 cases of beer, four giant beer mugs and a hooded sweatshirt—all without paying—I began to wonder if he might have compromised the integrity of our search....**

**As I often do, I also asked myself: “What about the *children*?”**

**After all, putting an award-winning Yukon micro-brew on top of the Yukon’s Coat of Arms would exclude Yukoners who aren’t old enough to buy alcohol.... Most of *them* prefer Kokanee.**

**So, after some heated debate, Mark and I did what we hardly ever do: We went back to the drawing board, dug deep inside ourselves, and came up with what may be the most inspired last-minute cop-out of our careers. We decided that the perfect replacement for the husky on Yukon’s Coat of Arms would be... *ice fog*.**

**That’s right—a *total white out*.**

**They way we saw it, adorning the top of our Coat of Arms with an impenetrable shroud would allow us to wrap this segment up in less than seven minutes.**

**More importantly, it would let each and every Yukoner imagine what’s behind that fog in a uniquely personal way. Maybe it’s a frosty beer. Maybe it’s a steaming heap of cheese**

curds. Or maybe it's that same old husky. If there's one thing you can say about Yukoners, they like to have options.

And if there's one thing you can say about Mark and I, we're willing to let the Yukon have its canine—and eat it, too.