

steven august papa | creative

a communications + content creation studio

digital writing portfolio ■



| the power of vision

“Stepping outside of our proverbial box, we become empowered by the experience of change making the world ever new. Guided by the power of vision, authentic creativity materializes when we accept ourselves for who we are and discover our courage to create.”

steven august papa

advertising | b2b | b2c | corporate | digital media | marketing | print | video | web

Roche Diagnostics' ACCU-CHEK Inform System ■

Glucose Testing System Overview DVD Script
 excerpt | *healthcare B2B features + benefits narrative*

Scene	Visual Description	Audio Description Narrator VO
6	Video snippets feature ICU Physician, Inpatient Diabetes Nurse Educators and Clinical Nurse	The Roche Diagnostics' ACCU-CHEK Inform system features Best-in-Class products and services to help your organization enhance...
7	Video snippets feature Point-of-Care Coordinator, Laboratory Director, Medical Director and Nurse	...patient-care objectives, Point-of-Care programs, financial goals and optimization of hospital operations by providing...
8 to 13	<p>Video footage for each benefit as well as type treatment:</p> <p>8.) Doctor, nurse and Point-of-Care coordinator reviewing information at monitor</p> <p>9.) Technician A at computer</p> <p>10.) Manager reviewing papers in office environment</p> <p>11.) Clinician B reviewing test entry / ECU computer screen</p> <p>12.) Clinician C reviewing / ECU computer screen</p> <p>13.) Technician D at computer / ECU computer screen</p>	<p>...Clinical loop for Glycemic Control in hospitals...</p> <p>...Accuracy...</p> <p>...Regulatory Compliance...</p> <p>...Other Test Entry with RALS-Plus...</p> <p>...Reserve Lot and Multi-Depth Safe-T-Pro....</p> <p>...and MAS Information Management with RALS-Plus and RALS-Web.</p>
14	Video snippets feature Manager Critical Care, Nurse Manager ICU, Pharmacist and IT Director	The Roche Diagnostics' RALS Technical Support services presents unmatched service and support for our products and our customers.

Earth Friendly Products ■

Cable Television Commercial Proposal
excerpt | *creative strategy presentation*

Spot Overview Goal: To create a well-received cable television spot providing Brand Name Awareness and Logo Identification for Earth Friendly Products' entire line of household cleaning items.

Commercial Length: Full 30-sec. and 30-sec. Co-Op with tag line

Target Audience: Female; age 25 to 50; college educated

Suggested Media Delivery: Discovery, Food Network, Hallmark, HGTV, Lifetime, Oxygen, Planet Green, SoapNET

Creative Concept:

"My Dad"

Establishing and reinforcing an emotional tone of personal commitment, a young girl warmly extols the importance of her father's job "creating products for people who care about a better world."

Key Scenes:

- Father, in office, working at Earth Friendly Products
- Daughter writing a school report about her father
- Earth Friendly product array in home; kitchen, bathroom and garage
- Daughter playing outside when father comes home from work and they greet with hugs
- Conclude with logo, web address and "Mother Nature's Seal of Approval" built on to logo identification.

Chuhak & Tecson Law Firm ■

Print Collateral: Presentation Folder, Brochure + 21 Individual Practice Areas
excerpt | *Federal Tax Law Practice*

Practice Area Insert Title: FEDERAL TAX LAW

Firm TAG LINE: Transforming Your Vision into Reality

Cover Page:

“Set-up” Paragraph / Headline

We provide strength of counsel to a wide portfolio of clients including individuals, entrepreneurs and a myriad of businesses and corporations as well as local, corporate and multinational taxpayers at each tier of Federal taxation.

“Description” Paragraph of Federal Tax Law Practice at C&T.

Chuhak & Tecson’s Federal Tax Law Practice, nationally recognized with decades of experience, adds value to our client’s business team by sharing our concentrated knowledge of Federal Tax Law. Individuals, business entrepreneurs, professionals, closely held businesses and tax-exempt organizations rely on Chuhak & Tecson for both conventional and sophisticated tax planning and implementation. We advise clients with respect to alternative ways to conduct business, minimize income and employment taxes, structure business and investment transactions, and transfer business and personal assets to heirs.

At all levels of activity and dealings with the Internal Revenue Service, our attorneys are experienced with IRS tax audits, administrative appeals, private letter rulings, technical advice requests and determination letters. Our Federal Tax Law Attorneys routinely appear on behalf of clients in Tax Court and represent clients at all levels of the Federal Court System, the Seventh Circuit Court of Appeals and the United States Supreme Court.

We work in conjunction with a wide variety of professional contacts and associations including actuarial services, accounting services, and qualified intermediaries to broaden our range of Federal Tax issue solutions. Our legal and financial acumen permits our clients to undertake the most complex business transactions.

Our Federal Tax Law Attorneys regularly present seminars and lectures before professional and trade associations. Books, articles, videotapes, CDs and DVDs have been authored or co-authored by our attorneys and used nationally by other professionals to understand the intricacies of tax laws and ever-changing planning strategies. All Chuhak & Tecson Federal Tax Law Attorneys have extensive accounting backgrounds and several are licensed CPA's as well as attorneys.

Discover Card Awards ■

Creative Treatment / Annual Event: Award Recipient Documentaries
excerpt | *creative strategy segment of proposal*

Years of study, discipline and hard work finally culminate into dreams fulfilled. Discover Card makes it possible for these young men and women to pursue their ambitions and goals by bestowing their prestigious **Tribute Award** Scholarships.

Much more than an award or financial aid, The *Tribute Award* is a symbol of dreams, hopes, desires, will, strength of character, ambition and the future. Discover Card believes in the future of these young men and women. In June (with these students, their families, corporate officials and celebrities at the award presentation) Discover Card wants to inspire that belief. These video documentaries give viewers a special look at these remarkable young people.

Each *Tribute Award* documentary opens with warm music, the student speaking in voice-over and several geographic locations depicting the student's hometown and state. After teasing the audience with clues as to the exact location, the screen dissolves into signage from a noted area in their town. An example might be the "Welcome to Charleston" sign that a traveler sees upon entering the city.

Once the established opening identifies the students and where they live, the format becomes very individualized. Interviews will be conducted every travel-day evening after the documentary crew arrives. These "evening" interviews will cover the student as well as parents, family members, peers, counselors and teachers. On the following day, each student will be interviewed at four representative locations featuring their interests, activities and home environment. Because each student is unique, the possibilities for "location" filming are endless. For example, winners might be shot in classrooms, job sites, community service halls, social activity centers, sports fields and arenas, theater stages, rehearsal studios, neighborhoods and homes.

A personalized list of questions is prepared for each student interview. These questions may range from goal-oriented (When did you realize you wanted to become a doctor?) to nostalgic (Do you remember the first time your daughter said she wanted to be President of the United States?) to chronological (How long have you been coaching Tom in football?)

After each of the documentaries is presented, the audience at the *Tribute Award* Scholarship ceremony will come to know, appreciate and realize just how much these nine talented young men and women deserved their selection and opportunity.

Tribune Interactive / HealthKey.com ■

New Website Launch / Broadcast Television Commercial Script
excerpt | spot # 3 "The Doctor's Office"

Scene	Visual Description	Audio Description
2	<p>2-A: Establishing shot of female doctor in office with female patient. She's holding charts, going over them and talking in a relaxed but firm manner. (Stylist Note: Doctor is wearing white coat and stethoscope.)</p> <p>2-B: ECU of doctor's hands. One is holding onto charts while the other is used for "explaining."</p> <p>2-C: Close-up of patient's face as she listens intensely. Serious, but by no means panic-stricken, yet slightly nervous looking.</p> <p>2-D: ECU of patient's hands. She's not wringing them but kind of fidgets and indicates she is indeed nervous.</p>	<p>2-B VO: While my doctor was explaining the results and course to treatment...</p> <p>2-C VO: ...I found it hard to concentrate and I didn't even know what to ask...</p> <p>2-D VO: ...and realized I needed more information.</p>
	<p>3-A: Establishing shot of female patient at home, relaxed, with laptop at table. Scene is bright, there are plants and light colors. Glass of iced tea next to laptop. There is a pad of paper next to her and she's taking notes. Scene reads "she's doing research."</p> <p>3-B: Close-up of female patient's face. She's truly caught up in the information and she's serene and relaxed. She smiles with confidence as she's found her answer.</p> <p>3-C: Full-screen shot of the healthkey.com home page to introduce to audience to look of page.</p>	<p>3-A VO: The first thing I did when I got home was go to health key dot com.</p> <p>3-C VO: Health key dot com gives me immediate access to...</p>

Motorola ■

10-minute / B2B Direct-Marketing Sales: Wireless Capabilities Video Script
excerpt | *sitcom-style humor with six-character dialogue / narrative*

10. *Music, suggesting humor and whimsy, underscores the entire vignette. Medium-wide shot of boardroom. At screen left, near the flip chart he'll use during the presentation, is Mr. Witherspoon: 45 years and dressed to "read" the boss. He is organizing his presentation and acts oblivious to the incoming participants.*

NAR VO: Every Friday morning, Mr. Witherspoon conducts weekly staff meetings for the sales department.

11. *Hold medium-wide framing as staff enters through doorway from screen right. "Frantic" Fran, Norman "Notebook" and Larry "Laptop" enter the room and take their seats. Each is dressed in a business-like manner and appears in the age range of 27 through 37 years.*

Attendance is mandatory.

12. *Medium close-up of Witherspoon delivering a boring speech.*

His in-depth analysis of the marketplace...

13. *Medium-wide shot of bored and disinterested staff in their seats.*

...gives new emphasis to the word "bored room."

14. *Close-up of Witherspoon's face as he loses his cool and mouths the same words as the narrator speaks them. Music changes tempo to reflect chaos.*

Uh, oh...the Big Guy loses his cool. Who's got the sales numbers from Dallas!?

15. *Medium close-up of Fran. She's trying to get an outside line.*

Fran becomes frantic and freaks out on the phone. Forget the numbers, Fran...

16. *Medium close-up of Norman. He's racing through a dozen spiral-bound notebooks.*

Norman's nervously gnashing over his notebooks. Nope, nothing from Norman...

17. *Cut to medium close-up of Larry. He has the cord out and trying to locate an outlet for his laptop.*

Larry's lost without an outlet for his laptop. Larry will be lampooned later...

General Services Administration ■

FedFirst™ Federal Government Employee Purchasing Program Proposal
excerpt | *campaign objective overview*

FedFirst™ Objectives Overview:

Our ultimate goal is to eliminate the complex process associated with ordering through the Federal Supply and support Federal Employees with knowledgeable telephone shopping specialists.

Expert telephone shopping specialists will create an easy-to-use ordering solution by taking responsibility for proficiency in Federal Supply's products, services and ordering systems. Telephone shopping specialists will support Federal Employees by placing product requests immediately and eliminate the problems associated with searching through catalogs, reading various schedules and filling out exhaustive amounts of paperwork. FedFirst™ is value-added professional shopping support that keeps the Government operating expertly and efficiently. To this end, FedFirst™ is dedicated to providing:

"A World of Supplies in Just One Call."

FedFirst™ Launch Campaign Objectives:

The Campaign for FedFirst™ has been designed for Federal Employees to convey the ultimate in simplicity when ordering supplies and services. Each element created for The Campaign reinforces the following marketing objectives:

- 1. INTRODUCE** convenient, toll-free, "888" telephone number which provides immediate access to ordering.
- 2. EDUCATE** to *ease of ordering* through the personalized telephone-shopping specialists -- specialists who offer expert knowledge of ordering products and services through GSA/FSS.
- 3. MOTIVATE** to call FedFirst™ -- every time. Through message, visual style, copy style and the manner and tone in which they are presented, The Campaign will maintain focus and accountability.

Sabinsa Corporation ■

30-minute / Narrator VO / Corporate Capabilities Video Script
excerpt | *overview of Middle Eastern modality, history + Ayurvedic medicine*

11. *Busy warehouse and facility scenes.*

Sabinsa...

12. *Continue busy warehouse and facility scenes and then transition to theme graphic build per narrative.*

GRAPHIX: *The Sabinsa Commitment to Natural Product Excellence*

...an application-oriented manufacturing and marketing corporation with a global reputation for its "Commitment to Natural Product Excellence."

13. *Montage sequence features "Ancient," Ayurvedic images: Temple statuary and architecture, close-up of Sanskrit wall, close-up of Sanskrit copy in book and title page of book featuring the date.*

SFX: *Shift in musical tone to accommodate the transition from modern to "ancient" times. Several second musical interlude transitions to Ayurvedic montage before the narration begins.*

Ayurveda, "the science of life," is the oldest form of medicine known today...

14. *Continue montage sequence featuring diagrams of "Body/Herbs" on page 187.*

...blending dietary rules, exercise and meditation routines and herbal preparations.

15. *Continue montage sequence featuring close-ups of herbs and workers in fields gathering herbs.*

Although wise Indian practitioners, known as the Rishis, developed this ancient healing modality over five-thousand years ago...

16. *Continue montage sequence featuring an array of today's health and nutrition magazines.*

...Ayurvedic practices are becoming increasingly popular throughout the world because...

17. *Continue montage sequence featuring an array of today's products featuring Sabinsa's vitamin and herb customers.*

...these processes integrate proven herbal preparations, products and supplements for maintaining good health and preventing illness.

18. *Transition to Sabinsa research facility where R&D member is closely working with herbs in similar style to Ayurvedic Practitioner.*
SFX: Shift in musical tone to accommodate transition today's Sabinsa R&D member in modern laboratory.

Today, Sabinsa is at the forefront of the natural products industry by blending Ayurveda's ancient healing modality with modern scientific empirical evidence.

North America Caterpillar, Inc. ■

8-minute / B2B Corporate Sales + Visitor's Tour Video
excerpt | *section-by-section outline description from creative treatment*

Section 1. A World of Power: You Can Depend On Wherever You Are.

Visual: Video opens with animation of globe highlighting areas indicating facilities and plants around the world. From full global perspective, graphics move in closer to reveal North America, then closer to the United States, then closer to Illinois, then closer to Peoria and, finally, to Mossville. Transition to several shots of busy Mossville Plant.

Narrative: Warm, yet energetic. Few words are voiced except key phrases that exemplify Caterpillar as a worldwide supplier of engines to established and developing countries. By the time viewers see the busy Mossville Plant, they hear the narrator say: "...where it all begins... in Mossville, Illinois."

Section 1. Timing: Approximately 30 to 45 seconds

Section 2. Where it all began...

Visual: Busy scenes of modern Plant activity transition to archival photos: 1883; turn-of-the-century; representative samples from each ensuing decade of Caterpillar production; and continues through today's production facilities. This is not a history lesson. Rather, it is an overview meant to reinforce the stability of Caterpillar's commitment to quality products for more than a century. Sequence ends with modern Caterpillar employees assembling engines.

Narrative: Nostalgic with gravity. Sparse dialogue reinforces Caterpillar's place in history for revolutionizing the world with inventions, products and locations. Possible narrative to this historical sequence features the quote by L. B. Neumiller, CAT President / 1951: "Let's not get lost in our bigness. Let's retain the advantages of a small company -- the congeniality, the flexibility, the respect for people."

Section 2. Timing: Approximately 1 minute

Section 3. Caterpillar today... Around the World... Around the Corner...

Visual: Transition from modern Caterpillar employees assembling engines to all-encompassing visuals that represent Caterpillar's corporate overview. This section is the core portion of the video and covers a vast array of topics and visuals. The following areas grouped by division: 3A. Technology and R&D Labs; 3 B. State-of-the-Art Facilities (for example, the foundry); 3C. Product Support, Training and Dealer Network; 3D. Caterpillar People: Pursuit of Caterpillar Manufacturing Quality and Commitment

Narrative: Several key words and phrases setting up the visualization of sequences A, B, C and D are used to create image as opposed to details. Section 3 is meant to convey an all-encompassing view of Caterpillar in general and of the Mossville Plant in specific.

Section 3. Timing: Approximately 2 minutes, 30 seconds

DePaul University Residence Life ■

4-Color / 24-page / 6 X11 / DePaul Residence Life Guide Book
excerpt | *photo, graphix, copy assignments + placement*

Page One: *Front Cover graphics and photography as approved by Client.*

Title of Guidebook: Better Living with DePaul Residence Life

Sub-Title of Guidebook: Your Residence Life Guidebook

Page Two: *Inside Front Cover (Facing Page Three)*

Main Headline: Residence Life at DePaul

Copy:

Living in the Residence Halls provides you with the opportunity to become part of an established and exciting community. Our goal, at DePaul Residence Life, is to create an environment that fosters a variety of educational, cultural, social, recreational and spiritual experiences. Currently housing more than 1,900 undergraduate men and women, we offer a variety of housing arrangements ranging from traditional dormitory rooms through apartment-style living.

The DePaul Residence Life Guidebook has been designed to provide you with detailed information about DePaul Residence Life as well as on-campus facilities and student organizations.

Please take the time to review your Residence Life Guidebook in its entirety.

Sub-Headline: DePaul Residence Life Mission Statement

Copy:

We devote our time, talent and resources to the creation and support of learning communities characterized by academic excellence and respect for human diversity. Through partnerships with students and others, we strive to support DePaul University's Catholic, urban and Vincentian heritage in a caring and responsible manner.

Matsushita: Cinemavision by Panasonic ■

6-Chapter / New Product Interactive DVD Script
excerpt / *art direction emphasis on logo animation*

8.) Cut to scene of boys on their bicycles in the chase sequence from *E.T.* and continue scene until bicycles take flight. (Note: Script follows storyboard.)
SFX: Continue Chapter One's soundtrack.

Narrator VO: Bring the magic of the movie theater into your home.

9.) Begin animation of Cinemavision logo. Silver sphere dissolves up in extreme screen right to match dissolve with *E.T.* moon.
SFX: Music from Chapter One's soundtrack blends with E.T. soundtrack; a sustaining chord that builds while logo animation continues to build.

10.) While moving screen right, *E.T.* scene wipes from screen left to solid black screen holding only the logo's silver sphere in place of the *E.T.* moon.
SFX: Appropriate to animation momentum and effects through Scene 15.

11.) The sphere flashes a softened white and transforms to a crisp metallic spectrum of color resembling a shimmering DVD refraction of light.

12.) Spectrum colors flare magenta and leave behind a thin white crescent which is curving to screen left and opening towards screen right. A glistening pinpoint star eclipses the crescent and stops at crescent midsection.
Music and SFX continue.

Narrator VO: This is the magic!

13.) Beam of light shoots out (from the pinpoint star towards screen left and across the entire screen width) first as white light and then as full-color spectrum. Cinemavision logo appears glass-like over the spectrum and then captures the spectrum in its glass-like, 3-D appearance.
Music and SFX continue to build in excitement.

Narrator VO: Cinemavision...

14.) Add Panasonic logo to the reflecting Cinemavision logo with glistening spectrum of light.
Music swells and concludes as SFX builds to Panasonic logo conclusion.

Narrator VO: ...by Panasonic.

Hart, Schaffner and Marx ■

30-second / Television Broadcast Commercial Script
full commercial | spot # 2 "The Most Important"

Scene	Visual	SFX and VO
1	Establishing 2-Shot of a couple seated at an intimate dinner for two. Both are dressed in eveningwear. The male is wearing a charcoal-gray HSM suit. Scene is sublimely lit and radiates romance.	<i>SFX: Lush music underscores this intimate and romantic setting.</i>
2	Close-up of male's hand pouring champagne into two glasses.	
3	Medium Close-up of male and female hands holding glasses and toasting.	
4	Extreme Close-up of male's face smiling.	
5	Extreme Close-up of female's face smiling.	
6	Medium Close-up of female's hand resting on male's hand but still showcasing the HSM suit.	<i>SFX: Romantic music underscores narrator's voice-over.</i> VO: Of all the things that go into our Hart, Schaffner and Marx lifestyle collection...
7	Close-up of male's chest as female's hand brushes along the lapel of the suit coat. Continue romantic music.	...the most important is you.
8	Final frame close-up of female's hand on the lapel cross-dissolves with the gold metallic Hart, Schaffner & Marx logo on charcoal-gray background.	<i>SFX: Romantic music swells to logo up and out.</i>

S.O.S. Soap Pads ■

30-second Segment / 12-minute Loop / In-Store End-Cap Video Script + Jingle excerpt | *retro-style lyrics for POP attractor for big box retailers*

Several-second musical open establishes that familiar light, breezy and jazzy radio jingle sound from the middle to late 1950's. The lead female singer is crisp and clear with a slight, but not too exaggerated, vibrato. The background singers are, also crisp and clear but, slightly more deep and jazzy. A suggestion would be a mix of men and women so that the female lead "soars" above the harmonizing vocal group. Visually, the product is featured in a multitude of cleaning situations as well as logos and box shots.

Female Lead: Use S. O. S. Soap Pads,
and see what we mean,
the savings are great,
and you'll love the clean!

Vocal Group: Wow, what a bargain,
big savings for you!
'Cause double the steel wool,
keeps your piggy bank full!

We're easy to use,
there's no need to pull!
'Cause double the steel wool,
means we last long, too!

Female Lead: Use S. O. S. Soap Pads,
and see what we mean,
the savings are great,
and you'll love the clean!

At conclusion of jingle, the vocal group harmonizes that trademark 50's "hmmmmmm" and the male announcer speaks his final line over the harmony.

Female Lead: On sale today!

Discover Card Annual Sales Meeting ■

Day-Long, SciFi theme Stage Show + Business Theater Event
excerpt | pre-taped IMAG continuity script

VISUAL: Static scrambles the IMAG screen disrupting Mr. Johnson's yearly recap of fiscal activity in the credit card industry. Screen begins to inter-cut images of Mr. Johnson live on stage with Joe and Ed in the control tower and brief glimpses of the monster rampaging through the jungle of Cardassic Park towards their island headquarters. Appropriate sound effects and visual effects accompany these three interweaving scenarios. The bunker's warning lights are flashing and the searchlight from the tower continues to circle through the theater washing across the audience.

SFX: Blaring sounds of warning buzzers and various alarms fill the theater.

Scene 382 Cut to close-up of Joe's face in control room. The circuit boards behind him are flashing on and off. SFX of circuitry run amuck.

Joe:

Mr. Johnson, we've got a major problem! It's catastrophic !

Scene 383 Cut to screen static. Cut to abstract close-up of monster in jungle. Cut to static. Cut to IMAG Mr. Johnson.

Mr. Johnson:

What is it, Joe? What's going on!?

Scene 384 Cut to static. Cut to close-up of Joe in control tower. The searchlight is flashing behind him. A red light pulses and lights him from screen left. Warning alarms blare loudly and fill the theater.

Joe:

I can't believe it! The monster has smashed into Cardassic Park's telecommunications tower. All our signals are going haywire!!!

Scene 385 Cut to static. Cut to an extreme close-up of Ed, his face etched in terror. A bright yellow light flashes and illuminates him from screen right. Smoke filters into the control room. He coughs then speaks.

Ed:

It's worse than anything I've ever seen. Saint's preserve us, the monster is headed toward the park's main gate. We're doomed!!!

Arthur J. Gallagher & Co. ■

4-color / B2B Print Collateral Series for 8 Niche Divisions
excerpt | *Agribusiness presentation folder copy + direction*

Presentation Folder Working Title: Every Morning

Photo Montage COVER Description: *Beautiful, wide-shot of an early-morning sunrise blends with several photos showcasing the three part process of farm, processing facility and end product. These photos blend with a medium or close-up morning shot of an earthy and warm kitchen table that looks as if it's waiting for the family to sit down and eat breakfast.*

Headline: Rising Every Morning Across Our Great Land

Light Copy / Sub-Headline:

So vital to our country, our lives and our economy... Agribusiness is the backbone of America. You have unique needs. We understand.

We're Gallagher Agribusiness: Working with you to develop and provide agribusiness risk solutions.

Agribusiness Division Logo

Chicago Institute of Neurosurgery and Neuroresearch ■

45-minute / Patient Care Video Script
excerpt | *surgical procedure explanation*

Scene	Visual Description	Audio Description
6	<i>Medium shot of the Gamma Knife, emphasizing the steel sphere.</i>	<p><i>(Music shifts to a slightly more informational tone, still relaxed in nature, and continues to underscore the narrator.)</i></p> <p>First of all, the Gamma Knife really isn't a knife at all. It is actually a large, heavily shielded, steel sphere...</p>
7	<i>Dissolve to animation sequence: match dissolve Gamma Knife footage to Gamma Knife animation; dissolve to cutaway of Knife interior.</i>	...that contains just over two hundred finely focused beams of Cobalt radiation.
8	<i>Animation sequence continues: side-view of patient on the couch Gamma Knife sphere moving into place; the Cobalt rays emanating toward in the direction of specific area of the brain.</i>	These beams intersect at the precise location of the brain lesion, treating it without effect on surrounding tissue.
9	<i>Medium shot B-roll of doctor and nurse talking with patient.</i>	While Gamma Knife radiosurgery is a surgical procedure, it does not require an incision in your scalp...
10	<i>Medium close-up of patient listening intently but relaxed.</i>	...or shaving your head or any loss of hair.
11	<i>Medium 2-Shot: doctor communicating with patient.</i>	In fact, many risks associated with traditional surgery may be reduced.

Cutter and Pleasant Protection Insect Repellents ■

Two-Product / 22-minute Infomercial POP Script
excerpt | *product features + benefits*

11. ESTABLISHING SHOT OF FISHERMAN "A" STANDING ON SHORE WITH BOAT BEHIND HIM AT RIVER'S EDGE.

12. MEDIUM SHOT OF FISHERMAN "A" STANDING BY HIS BOAT AT THE RIVER'S EDGE. HE SMACKS HIS NECK.

SFX: Music is scratchy, uptight and buzzing with mosquito-like noises.

Fisherman "A":

Ouch! I hate mosquitoes!

13. CLOSE-UP BEAUTY SHOT OF *BACKWOODS CUTTER* NEAR FISHERMAN'S GEAR IN HIS BOAT.

SFX: Music becomes melodic and soothing as screen dissolves to product in use.

Narrator VO:

Use Backwoods Cutter.

14. MEDIUM CLOSE-UP OF FISHERMAN "A" APPLYING *BACKWOODS CUTTER* TO HIS NECK.

Narrator VO:

It provides long-lasting, effective protection from mosquitoes for up to six hours.

15. ESTABLISHING 2-SHOT OF HIKERS "A" AND "B" HIKING IN THE WOODS.

16. MEDIUM SHOT OF HIKER "A" APPLYING *BACKWOODS CUTTER* TO HIS ARM.

Narrator VO:

Backwoods Cutter is an unscented aerosol spray...

17. MEDIUM SHOT OF HIKER "B" APPLYING *BACKWOODS CUTTER* TO HIS LEG.

Narrator VO:

...that also repels ticks that carry lime disease.

18. ESTABLISHING 2-SHOT OF FEMALE GOLFERS "A" AND "B" PLAYING A ROUND ON THE GOLF COURSE.

19. CLOSE-UP BEAUTY SHOT OF *PLEASANT PROTECTION* NEAR GOLF BAG ON GOLF COURSE.

Narrator VO:

New, from Cutter... Pleasant Protection!

20. CLOSE-UP OF THE GOLFER "A" APPLYING *PLEASANT PROTECTION* TO HER ARMS.

Narrator VO:

...featuring Aloe Vera in a unique crystal-clear gel...

21. MEDIUM CLOSE-UP OF WOMAN "B" IN APPLYING *PLEASANT PROTECTION* TO HER LEGS.

SFX: Music up and out.

Narrator VO:

...that's never greasy or oily, and has a fresh clean scent.

Zodiac Pet Care Flea Control ■

30-minute / Cable Television Infomercial Script
excerpt | 2-Veterinarians' staging + dialogue

6. *Cross-dissolve final frame of logo animation (Four Easy Steps to a Happier Pet) with medium-wide, 2-shot of Dr. Steve and Dr. Elizabeth talking to each other in their veterinarian's office/lab. At first, they are talking with each other and then turn to the camera to introduce themselves. Continue music underscore.*

Dr. Steve: Hi, I'm Doctor Steve Hansen.

Dr. Elizabeth: And, I'm Doctor Elizabeth Curry-Galvin.

7. *Camera moves in towards the doctors to a medium-shot framing.*

Dr. Steve: We're here to talk about fleas and what you can do to control them. As veterinarians, Dr. Elizabeth and I understand the problems that fleas can bring to you, your pet friend and your home.

Dr. Elizabeth: That's right, Dr. Steve. Understanding the life cycle of the flea is very important to veterinarians so we can determine the stage of infestation your dog or cat is enduring. By the time you've noticed fleas on your pet friend; those fleas have already laid eggs.

8. *Medium close-up of Dr. Steve.*

Dr. Steve: Our role in treatment is crucial. It's very important to consult a pet-care professional when choosing a flea control program. Just like people, different pets have different body chemistries and may have allergic reactions to different products.

9. *Medium close-up of Dr. Elizabeth.*

Dr. Elizabeth: First, we'll discuss the life cycle of fleas and how they use your dog's or cat's body to live and multiply. We'll also show you where fleas live and multiply inside and outside your home.

10. *Medium 2-shot framing of both doctors. Fade to black after tagline.*

Dr. Steve: We'll show you how easy it is to free your dog, your cat and yourself from flea problems with a guaranteed flea control program.

Dr. Elizabeth: By using the Zodiac four-step flea control program you'll take "Four easy steps for a happier pet."

TruVue Conservation Glass ■

30-second / Cable Television Commercial

full commercial | "Protect Your Investment" whimsical-humor-to-educate script

1. *Graphic treatment of golden sunburst flash fills the screen and leaves behind a bright golden type treatment that fills the screen: U V Rays!*

Narrator Voice-over (NAR VO): U V Rays...

2. *Cut to a white "Plus" sign (+) on black.*

NAR VO: ...and...

3. *Cut to medium framing of American Gothic painting featuring farm couple smiling at the viewer. Only faces and shoulders are revealed. Natural color.*

NAR VO: ...your investment...

Gothic Couple in comedic tone VO: Hello!

4. *Cut to a white "Equals" sign (=) on black.*

NAR VO: ...means...

5. *Cut to American Gothic painting in same framing as scene 3 but now the farm couple is red with sunburn and looking up at the sky while they complain.*

Gothic Woman VO: Ouch!

Gothic Man VO: That burns!

NAR VO: ...your painting can't protect itself!

6. *Dissolve up animation seq. of white 3-D TruVue logo on blue grad background.*

NAR VO: But *you* can protect your investment with TruVue Conservation Glass and block out the sun's harsh U V Rays.

7. *Animation sequence continues: TruVue logo dissolves back into blue while the American Gothic painting (this time as a full painting) dissolves up from blue in normal color. The Gothic couple is smiling.*

Gothic Woman VO: Oooh... that feels better.

Gothic Man VO: Thanks, TruVue. Think you could help our friend over there? (*Slightly yelling.*) Hey, Mona Lisa! (*Warmly.*) With TruVue, you'll feel like *smiling* again...

Heileman Brewing Co. Distributors ■

30-second / Old Style Beer Cable Television Script
full commercial | "He's Got Style!" female target audience

1. *Extreme close-up of woman's hand, watch is visible, on linen tablecloth. Folded napkin and silverware are suggested. Music: Light, soft, romantic and tinged with jazz.*
2. *Medium close-up of woman's face looking down to check time then turning away with a "where-is-he?" look. All narration in voice over.*

He's late again...

3. *Medium-wide framing of woman sitting alone at a finely decorated dinner table in elegant restaurant. Table is set for two. Woman glances out into restaurant looking for her dinner companion.*

...you're meeting at his favorite restaurant...

4. *Medium framing of woman at table adjusting jewelry.*

...wearing his favorite color...

5. *Close-up of woman's hand resting over the gift-wrapped package.*

...brought a little something for later...

6. *Medium framing at table looking at her watch and then looking up.*

...which is becoming later by the minute...

7. *Medium 2-shot of woman looking up as waiter walks into scene. Only his backside is visible. She looks up and shakes her head acknowledging, "Yes, that's me." Music Interlude: Continue light and jazzy mood through scene 11.*
8. *Medium close-up of table where waiter is taking two Old Style bottles, with glasses, off of tray and placing them on to the table.*
9. *Medium framing of woman looking up, somewhat confused, at the waiter as if to say, "I didn't order these."*
10. *Medium framing of waiter who smiles knowingly and points over his shoulder to a man standing in the doorway with bouquet of roses and smiling. Music up and out to narration.*

No doubt about it. He's got style.

Cover Title: When everything feels just right...

Cover Sub-Headlines Align with Photos:

Sipping an early morning cup of coffee on your private balcony.

Strolling peacefully through beautifully landscaped acres.

Proudly greeting family and friends when they come to visit your new home.

You deserve this wonderful life.

You deserve to... Own an Original! TM

Inside Front Cover Headline: Magnificent Architectural Design

Body Copy:

Welcome to The Renaissance of Niles. Inspired by the great paintings of the Old Masters created during The Renaissance, these condominium homes are, indeed, works of art. A dazzling array of architectural details is featured on building exteriors, common-use passages and individual condominium homes. Exquisite architectural form is a hallmark of Pontarelli Builders.

Inside Back Cover Headline: Elegant and Lavish Landscaping

Body Copy:

Careful to balance architecture with environment, the Pontarelli reputation for radiant and well-maintained landscaping may well be eclipsed with The Renaissance. Every flower, shrub and tree is personally selected and strategically placed. Throughout the year your condominium home will be a part of each season's unique painting of nature's palette.

Belmont River Club *(Page)*

Blending Old World charm with urban sophistication, designers John and Shelley Biever have created a sophisticated and eye-catching living room.

"We commissioned the over-sized artwork so it would magnify the great room's volume," explains Mr. Biever of the original oil painting reflecting an eclectic, world-traveler style. A unique array of colors, textures and fabrics (including deep moss green, khaki, Chinese red and black) accentuate an unexpected combination of glass, metal, ebony and merlot.

"Beyond conceiving a comfortable interior," Mrs. Biever says, "we wanted to create inspiration for the Belmont River Club resident whose idea of an enjoyable Sunday morning may include drinking espresso while reading the New York Times and travel brochures."

Zenith Digital Video Disc Recorder / Player ■
4-page / 2-color / Product Specifications Packaging Brochure
excerpt | *consumer-friendly technical features + benefits*

Zenith Digital Video Disc Recorder / Player, Model Number: ZN DVD-75937

User-Friendly Features

Camera Angles

You'll feel like a Hollywood director! Most movies offer alternate scenes, storylines, multiple endings, alternate close-ups, alternate long shots and alternate high or low angles with their DVD release. Your Zenith DVD recorder and player remote control allows you to experience special images available on DVD releases.

Instantaneous Search

Your Zenith DVD recorder and player remote control comes with still frame, slow forward and also 12-speed forward and reverse scan.

Ratings Selection or Parental Control

Automatically play the version you choose as programmed by the movie producer. Select the version you prefer to watch: G, PG, PG-13, R or NC-17.

Picture

Movie Studio Master Video Quality

DVD picture quality is superior and much better defined by generating more pixels per horizontal line for the sharpest image ever.

Multiple Screen Formats

Select standard pan-and-scan, letterbox and widescreen.

Audio

Dolby Surround Sound

Designed to code multi-channel digital audio, fewer bits are used to produce an audio signal with less noise / sampling rates and quality much higher than audio CDs. Three front channels, two rear channels and a separate sub-woofer create a full range and depth of realistic sound. Music, sound effects and dialogue are clearer than ever.

Multiple Audio Formats

Choose from Dolby Surround Sound, Dolby Pro-Logic or Dolby Digital Surround Multi-Channel Stereo.

Interactive Security Systems ■

10-minute / Six Chapter / B2B Interactive CD-ROM + Web Script
excerpt | *direct marketing features + benefits*

Chapter Two: Features and Benefits

- Fully Interactive. Any Location / Operation / Time
- State-of-the-Art Technology, Interior / Exterior
- Video Interaction Center

Scene	Visual Description	Audio Description
2-P	<p><i>Selected B-roll video per director.</i></p> <p><u>Type super:</u> Real-Time Intervention to Loss Prevention</p>	<p><u>VO NAR:</u> There's no doubt about it... This is real-time intervention to loss prevention.</p>
2-Q	<p><i>Selected B-roll video per director.</i></p> <p><u>Type supers:</u></p> <p>Contact Local Law Enforcement.</p> <p>Rapid, Effective Alarm Response.</p>	<p><u>VO NAR:</u> Our interaction specialists can also contact local law enforcement officials, giving specific, detailed accounts of the captured digital video and keep them apprised of the current situation.</p> <p>In fact, many law enforcement agencies now refuse to respond to automated alarms without the type of live, eyewitness interaction provided by our Video Interaction Center.</p> <p>Only this live interaction provides your local law enforcement officials with the information they need for rapid and effective alarm response.</p>
2-R	<p><i>Selected B-roll video per director.</i></p> <p><u>Type supers:</u></p> <p>Reduce Asset Losses.</p> <p>Reduce Insurance Costs.</p> <p>Choose Interactive Systems!</p>	<p><u>VO NAR:</u> With our Video Interaction Center, you can also reduce, or virtually eliminate, asset losses thereby significantly reducing your insurance costs.</p>

CF Industries ■

8-minute / National Fertilizer Supply System / Film Documentary Script
excerpt / 50th anniversary event + corporate guest presentation

A1. *Medium-wide framing establishes newly plowed field being treated with fertilizer. SFX: A classical music signature piece, upbeat and flourishing, underscores visuals during the opening sequence and also maintains the musical theme throughout video.*

Narrator Voice-Over:

Cultivating the land. Enriching the soil. Nutrients... so vital to growth and production...

A2. *Dissolve to sequence of two or three wide shots of lush, green fields of corn, wheat, etc., which ends with steers grazing.*

NAR VO:

...are supplied by the most comprehensive and respected fertilizer supply system in North America.

A3. *Dissolve to several manufacturing shots of products, as mentioned per narration, and then dissolve to delivery shot as mentioned per narration.*

NAR VO:

Each year, over eight million tons of high-quality nitrogen... phosphate... and potash fertilizer products are delivered to cooperative farmer-owners...

A4. *Dissolve to several action-oriented scenes of CF Industries' train cars, trucks and cranes, in operation, with the CF Industries logo clearly in view.*

NAR VO:

...by CF Industries and its Partners. Our total commitment and support, to over a million farmers and ranchers, has established our reputation as a preeminent supplier of superior fertilizer products.

A5. *Dissolve to glossy full-color CF Industries logo in upper third of screen; then underlay textured art treatment of North American map across full screen; then add the type treatment, "Most Extensive Network of Basic Plant Food Supply in North America" in the bottom two-thirds of screen under the CF Industries logo.*

NAR VO:

In fact, the CF Industries Member system is the most extensive network of basic plant food supply in North America.

Joseph Cacciatore & Company ■
8-page / 4-color / Corporate Capabilities Brochure
excerpt | *letter from CEO*

When my father came to Chicago from Sicily, almost one hundred years ago, he saw a beautiful city filled with wonderful opportunities. He arrived in America as a 13-year-old boy with very little money who could only speak Italian. But, my father was determined to make a success of his life. He settled in Bridgeport and within a few years, and lots of hard work, began our family real estate business. Today, we're proud to offer an excellent portfolio of services and products including brokerage, insurance, development and management. Whatever our customer's project entails... Joseph Cacciatore & Company can develop it, build it, insure it, manage it and provide brokerage services.

As a recent recipient of Chicago's prestigious **Urbs in Horto** Award, Joseph Cacciatore & Company has been formally recognized for our efforts to cultivate and preserve the beauty and natural environment of our city. By planting trees and shrubs, and cleaning our neighborhoods of graffiti and litter, we seek to preserve that special hometown quality of Chicago with pride for future generations.

Joseph Cacciatore took pride in everything he did and his commitment has been the foundation of our accomplished portfolio of services and products.

Looking back on a century of pride, we still structure Joseph Cacciatore & Company on our father's founding principles of honesty, integrity and respect.

Rollprint Packaging Products ■
8-page / Corporate Capabilities Brochure
excerpt | *letter from CEO*

Each day, our clients come to us with unique requirements.

At Rollprint, we look forward to the challenges in creating your competitive advantage in the marketplace.

While other suppliers provide "standard" products that yield standard results, Rollprint commits to proposing the specific packaging materials that suit the specific needs of your project. We listen to your production requirements, make them our challenges and then offer unique and innovative solutions to enhance your market position.

Our clients know that Rollprint packaging professionals are committed to creating their competitive advantage.

Every client. Every product. Every day.

Rollprint is unconditionally customer driven. Our primary objective is your success in the marketplace.

Watt / Peterson Cimarron ■

6-Postcard / B2C Postcard Series Incorporating “Why Watt?” Theme
excerpt | *third postcard in direct mail tourism campaign*

Copy: Postcard Three

Minnesota’s The Mall of America

Minnesota, “The City of Hospitality,” plays host to The Mall of America. As the largest entertainment and retail complex in the world, we welcome more than 42 million shoppers each year.

- Conveniently located in Bloomington, Minnesota, the United States’ # 1 attraction has over 525 specialty stores, 4 national department stores, over 50 restaurants, 7 nightclubs, an aquarium, 14 movie theaters and a 26-ride amusement park.
- Can you believe this 4.2 million square-foot retail mall incorporates twice the amount of steel used in the Eiffel Tower?
- Did you know The Mall of America was built on the site of the former Metropolitan Sports Stadium, which was the former home to the Minnesota Vikings and Twins?
- While passing the Camp Snoopy Theme Park, you’ll impress fellow shoppers with this bit of knowledge: Beloved Peanuts creator Charles Schultz was a native of St. Paul, Minnesota.

Happy Shopping!

Enjoy your visit to The Mall of America!

“The Haunting on Marcey Street”

Scene	Sound Effects & Character Voice-Over
1	<p><u>SFX:</u> <i>Eerie and striking music opens before narration begins to set the tone. Vibrating electronic chords disrupt the eerie music, which, in turn is disrupted by a piercing scream.</i></p> <p><u>Female Villager:</u></p> <p>Aaaaaiiiiiieeeeeee!!!!</p>
2	<p><u>SFX:</u> <i>Continue underscore of eerie music and sounds.</i></p> <p><u>Male Villager:</u></p> <p>Oh no... Nooo... Nooooooo!!!</p>
3	<p><u>SFX:</u> <i>Continue underscore of eerie music and sounds. Announcer is overly dramatic and regales in full “master of horror” mode.</i></p> <p><u>Announcer VO:</u></p> <p>Ooooooooh, yes! How delightful... It’s that time of year... Another frightful season of family fun and fantasy.</p>
4	<p><u>SFX:</u> <i>Continue underscore of eerie music and sounds. “Children” sing over the underscore with their sing-song but detached and plaintive rhyme.</i></p> <p><u>Chorus of Villager Children:</u></p> <p>Please now, give us treats. On our way to Marcey Street.</p>
5	<p><u>SFX:</u> <i>Continue underscore of eerie music and sounds. Announcer is overly dramatic and regales in full “master of horror” mode.</i></p>

Announcer VO:

The Haunting on Marcey Street... Food and fiendish fun for all ages, October 8th through October 31st...

Do you dare to visit the 30-thousand-foot warehouse of lost souls? Only the brave will experience a Living Pumpkin Patch, Rotten Food Court, a Costume Shop and miniature Golf Course...

Still not satisfied? Children under 13 can visit Scary Town while their legal guardians lose themselves in the adults-only Suffering City...

The Haunting on Marcey Street benefits Children's Memorial Hospital and Parkway Foundation...

(Sarcastically) Isn't that sweet... Ha Ha Ha

CAR-X Muffler and Brake Shops ■

15-minute / National Marketing Road Show Video Script
excerpt | *shop manager / advertising manager dialogue*

1. *Medium-wide shot of Muffler and Brake Shop reception area. Transition to Medium shot of Bob, the shop manager, standing at the counter looking over his clipboard. He looks up...*

BOB

Hey, Bob here! I've been a Car-X shop manager for more than fifteen years and, just like you, I know how important my shop is to me, my crew and to the community. People depend on us. They really count on us to come through for them.

2. *Bob walks towards shop door.*

BOB

We're doing what we've always been doing... giving customers the best parts and service around. And I'm really proud of what we do. That's one of the reasons I'm always interested in the advertising. I want to make customers aware of our quality and also bring them into the shop.

3. *Close-up of Bob at shop door.*

BOB

That's why, when I saw this new promotion that we're going to do, I got really psyched.

4. *Two-shot of Bob and Allison.*

BOB

Since my expertise is not advertising, here to tell you more about it is Allison, our Car-X Advertising Manager.

5. *Continue two-shot. Allison speaks.*

ALLISON

Thanks, Bob. We're all excited about our new promotion as well as this year's advertising theme.

6. *Medium shot of Allison.*

ALLISON

As you know, for the past few years we've focused on how customers can save money with the line, "Whatcha gonna do with all the cash you save? Save a bundle, call the Car-X Man."

American Health Information Management Association ■

Website Video Stream Script
excerpt | *introductory site navigation with VO dialogue*

Website Homepage: Female *Introduction Female VO*

Visuals: Video and stills are pre-selected by client per VO description by industry.

Female VO

This is "Where the Future Clicks... Your Health Information Management Career."

The possibilities are exciting and your potential is unlimited!

Health Information Management graduates enjoy job placement in a wide range of settings that span the continuum of healthcare including: hospitals, office-based physician practices, mental health facilities and public health agencies.

Today's unprecedented growth in managed care has also created many additional job opportunities in the areas of: insurance, information systems, consulting, data quality management, pharmaceuticals, software development, information security and the Internet.

We'll get you started with your career in Health Information by talking to a guidance counselor or career counselor about accredited programs available at colleges or universities.

Next, the American Health Information Management Association will set up interviews where you can receive professional and personal viewpoints by visiting hospitals, clinics and healthcare facilities.

Let's walk through your options... More information is available by clicking on the links below.

Allstate Insurance Company ■

6-page / 4-color / Direct Marketing Recruitment Print Brochure
excerpt | *Howard University Actuarial Program overview*

- Page 6: Howard University Overview

Photos: *Approved by Client and University. Quantity: 3*

Body Copy:

Since 1867, Howard University has shared its vision with young men and women from around the world: "Recruit the very best students and provide them with a world-class education." Our graduates have been sought after and recruited by the most successful companies around the globe for well over 140 years. Dignity, respect and intellectual pursuit have been the hallmarks of Howard University's international reputation.

Howard University is committed to helping you develop your skills, your ideas and your creativity. We'll make sure you have access to the tools, knowledge and information necessary for achieving your career goals.

Students who successfully complete the Summer Actuarial Program will be eligible for Howard University Freshman Scholarships.

Picture Yourself at Howard University.

- Page 7: Allstate Insurance Company Overview

Photos: *Approved by Client. Quantity: 3*

Body Copy:

For more than 75 years, we have delivered the promise, "You're in Good Hands with Allstate." This promise reflects the Allstate Insurance Company's conscience. Our mission is to promote Allstate's success in implementing diversity initiatives in the workplace and in the marketplace. In the workplace, it's about treating every employee with dignity and respect as a means to unleash the full talent of our diverse workforce. In the marketplace, managing diversity means creating growth and outperforming the competition by capitalizing on demographic trends.

Because Allstate is committed to leveraging diversity for a competitive advantage, our goal for this program is to introduce minority students to a lucrative career as an Actuary. The field of Actuarial Science is virtually untapped by minorities.

Picture Yourself with a Career at Allstate.

Illinois Department of Public Health ■

Twenty-Something / HIV Prevention / Tri-Fold Print Brochure
excerpt | *HIV-positive target audience: blends slang, healthcare + interviews*

"Yeah, I know. My dick was leadin'. The man was fine. I figured I already POS... Wrong! At the weekly visit, my doc told me I now got Hep B and was concerned 'bout the effect on my system and my meds. Even though I'm HIV POS the doc says STDs will knock my system out of whack. I can get re-infected with other HIV strains. Now on? Condoms go where I go."

Who Is At Risk? Males and Females. Young and Old. Black and White. Asians. Hispanics. Native Americans. Tops and Bottoms. Straight. Gay. Lesbian. Bisexual. Transgender. Positive and Negative. STDs and HIV do not discriminate.

The Facts. Sexually Transmitted Diseases (STDs) and the Human Immunodeficiency Virus (HIV), the virus that causes AIDS, are fast-growing epidemics in most every community. You can't tell if someone has an STD or HIV by looking at him or her or their lifestyle. They might look like fine and healthy but still pass what they have on to you. Safer sex can help you avoid re-infection if you're HIV Positive by reducing the risk of exposure to STDs, a second HIV strain or a drug-resistant HIV strain.

The Good News? You can stay Positively in Control! Someone tells you, "We don't need to use a condom." What they really mean? They don't care about you and don't care about themselves. Not very sexy. Not very smart. Re-infection could damage your quality of life or kill you. Don't accept pressure. Be Positively in Control! If someone really wants you then they will respect your choice to wait, have safer sex or abstain.

Stay Positively in Control by telling that person, "No condom? No deal. I've got a life."

So... What to Do? More questions? If you can, talk to someone you trust that will help you find the answers... friends, family, social worker, community outreach program, healthcare center, doctor or religious counselor. Don't wait to get the answers you want.

Support Is Available. You can always call the Illinois Department of Public Health at our FREE HOTLINE. You don't have to give your name and your call is completely confidential.

Got questions? We've got answers. Call us today!

Waccamaw Home Superstores ■

30-second / Pre-recorded Loop / In-Store Announcements Script
excerpt | *non-sales specific, "welcome" VO*

Tape Six Title: ***Spring Is Here!***

Running Time: Approximate 30 seconds

ANNOUNCER (VO)

Our customers come to Waccamaw Home Superstores to find *the best for less...*

They look for brand-name merchandise at discount prices.

Spring is here and we've got wonderful savings throughout the store. You'll find everything you need to create fresh, fabulous new looks for your home.

New shipments from our international designers have arrived this week and there are many exciting new items in our Bed, Bath and Drapery Shops.

While you're walking through our furniture department, you'll notice our new dining room sets dressed in fashionable tablecloths, dishware and glassware.

At Waccamaw, our customers know they can have *the best for less.*

Enjoy your visit today and "thank you" for making Waccamaw, your home superstore, for twenty wonderful years.

Kraft Foods ■

6-minute / Scale Leveraging Video Script
 excerpt | *sweet-natured voice-over + dialog for child actor*

Scene	Visual Description	Audio Description
1	<p><i>Opening title comes up to music and narration. The art treatment for the opening title is multi-colored and printed in a "crayon-like" style.</i></p> <p><u>GRAPHIX:</u> "Television Show" title.</p> <p>Timmy's World of Wonder</p>	<p><u>SFX:</u> Music (upbeat and simple, possibly just a piano or a few choice instruments) accompanies narration during this opening sequence and the introductions to each of the event segments.</p> <p><u>Timmy VO:</u></p> <p>Hi! It's me, Timmy, and you're watching a new episode of "Timmy's World of Wonder."</p> <p>This week my hidden camera...</p>
2	<p><i>Wide shot of home moving towards the entrance.</i></p>	<p><u>Timmy VO:</u></p> <p>...takes you to Kozy Korners, Kansas...</p>
3	<p><i>Medium wide shot of Timmy in the kitchen playing while Mom prepares dinner with Dad.</i></p>	<p><u>Timmy VO:</u></p> <p>...and the home of, me... Timmy!</p>
4	<p><i>Continue medium wide three-shot of Timmy playing and cut in medium close-ups of Mom and Dad preparing dinner in the kitchen.</i></p>	<p><u>SFX:</u> Music builds to crescendo during narrator's closing voice-over.</p> <p><u>Timmy VO:</u></p> <p>Dad says Mom puts lots of love into her cooking. Mom says only the best will do for her pride and joy...</p>
5	<p><i>Close-up of a beaming Timmy.</i></p>	<p><u>Timmy On-Camera to Viewer:</u></p> <p>That must be why she picks Kraft!</p>

Rollprint Packaging Products ■

B2B Trade Magazine Print Advertising

excerpt | *new product introduction of FlexForm B pouches*

Rollprint Packaging Magazine Ad: FlexForm™ B

Main Visual: Photograph indicates panoramic view of vast frozen tundra landscape featuring a penguin.

Main Headline Part 1:

Your Frozen Products. Our FlexForm™ B...

Main Headline Part 2:

Let's Freeze Out Your Competition!

Sub-Headline:

**We are committed to creating
your competitive advantage in
frozen portion-control structures.**

Body Copy:

When your company is producing, shipping and storing frozen portion-control products at locations around the globe, marketplace success demands superior vacuum-formed frozen application packaging.

Ship anywhere in the world with confidence. Enhance your high standards by choosing Rollprint's economical FlexForm™ B packaging materials.

Our bottom web FlexForm™ B structure has excellent forming characteristics. Durable. Tough. Readily available to run on your existing equipment. And, along with our top web capabilities, Rollprint offers peelable or weld seals to complete your quest for that one supplier who does it all.

In fact, our reputation for versatility is unsurpassed. Name the material and our client's request it. No wonder so many packaging engineers **Choose Rollprint.**

Every challenge presents us with an opportunity to search out innovative solutions and create your competitive advantage.

Tagline:

Every Client. Every Product. Every Day.

Rust-Oleum Corporation ■

8-minute / National Sales Meeting Video Script
 excerpt | *Painter's Touch tough-talking motivational performance*

National Sales Meeting / Video Three: Painter's Touch

Scene	Visual Description	Audio Description
1	<p><i>Medium-wide shot of consultant walking into the paint aisle.</i></p> <p><i>It is stocked with competitive brands as well as Rust-Oleum. Wearing khaki pants, navy-blue sports jacket and tie; As he begins talking, he takes off his coat, loosens up his tie and rolls up his sleeves.</i></p>	<p>I know... You're sitting there thinking here we go again!</p>
2	<p><i>Close-up of Consultant mugging to the audience.</i></p>	<p>Can't wait to hear about that exciting new shade of yellow I'll have to sell this year.</p>
3	<p><i>Medium shot of Consultant being sarcastic.</i></p>	<p>Another typical meeting and one "Rah! Rah!" speech after another...</p>
4	<p><i>Medium-wide shot of Consultant mugging to the audience.</i></p>	<p>Finally end up the day eating nachos and drinking beer. Right?</p>
5	<p><i>Close-up of Consultant.</i></p>	<p>Wrong. Wrong!! Not this year!</p>
6	<p><i>Medium-wide shot of Consultant moving along the paint aisle. RUST-OLEUM AND COMPETITIVE BRANDS are shown in scenes before consultant "crosses the line."</i></p>	<p>We've been doing pretty well... gaining real growth of 4 to 6% in sales per year. Sounds good, doesn't it?</p> <p>We have dominated the Rust-Preventive Market, which accounts for 23% of the units sold.</p>

7	<i>Different medium-wide shot of Consultant along the paint aisle.</i>	<p>We've also done well in the Professional, Decorative and Specialty areas.</p> <p>Great, huh!?</p> <p>All these areas together account for 44% of the total market.</p>
8	<i>Extreme close-up (ECU) of Consultant with hands to mouth in megaphone style.</i>	<p>Hello, People!?</p> <p>Am I missing something here!?</p>
9	<i>ECU of Consultant.</i>	<p>What happened to the other 56% of the market!?</p>

Advanced Financial Resources ■

8-page / 4-color / Capabilities Print Brochure
excerpt | copy, graphix + photography utilizing organic imagery

FRONT COVER

Logo/Type Treatment: Advanced Financial Resources

Sub-Logo Type Treatment: A Unit of the Advanced Group

Title: Respect Makes the Difference

Graphic/Photographic Treatment: Details representing the organic aspects of earth, air, fire and water. For example: drops of rain on a leaf, sunlight gleaming off lush green fields, reeds of grass growing from sandy dunes, bright blue skies with soft white clouds, etc.

* * *

INSIDE FRONT COVER (facing Page One)

Sub-Title: A World of Difference

Graphic/Photographic Element: Composite of the four elements (earth, air, fire and water) visualized in a similar organic treatment like the cover.

Copy Blocks:

Earth. Air. Fire. Water. These natural and appropriate components have meaning across all the continents. Known since the dawn of time as The Elements, they have come to represent the essential and determining factors of our world.

Chemistry. Earned Trust. Innovative Solutions. Results. The natural culmination of partnerships forged with integrity. These elements have come to represent only the finest spheres and environments of our business world. They are also the essential and determining elements of Respect.

* * *

Borders ■

In-Store / Overhead Voice-Over Announcement Script
excerpt | *in-store, midnight book release promotional event*

Note: Announcement is read on the overhead speaker system every fifteen minutes beginning at 9 PM through Breaking Dawn midnight release.

ANNOUNCER (VO)

Bella. Edward. Jacob. James. Victoria. You've followed their lives and romantic adventures from TWILIGHT to NEW MOON and then ECLIPSE. Now, while waiting for our midnight release of the most anticipated new novel of the year, BREAKING DAWN, Borders invites you to share in this evening's festivities.

Make sure you sign-in at the registration desk located near our front door to receive your Wristband / Raffle Ticket.

This enables you to:

Roam freely throughout the store and participate in our evening activities.

Test your knowledge of Twilight, New Moon and Eclipse by entering our Twilight Trivia Contest.

Have your number placed in three raffles for a Borders' Exclusive BREAKING DAWN Tee-Shirt.

Receive a Borders' Exclusive Premiere Breaking Dawn Sticker

Watch our Borders' Exclusive Summit Entertainment DVD movie trailer for TWILIGHT.

Join a Borders Runway team for the "Bride of Edward" Wedding Dress Contest.

And, most importantly, your wristband holds your place in line for our Midnight premiere of Stephenie Meyer's BREAKING DAWN.

(Don't forget: With your Borders Rewards Card you'll take 40% off the list price!)

Gallagher acquires Herbruck, Alder & Company

By Steven August Papa

In December, Gallagher announced the acquisition of Herbruck, Alder & Company. Principal Mark Alder and his associates will continue to operate from their Cleveland, Ohio, location under the direction of Bill Ziebell, GBS North Central Regional Executive Vice President.

With roots dating back to 1962 at New England Life, Herbruck, Alder & Company provides employee benefit consultation and brokerage services for Midwest clients. The team specializes in group benefits, retirement planning, HR consulting and executive benefits with an emphasis on planning analysis and design, cost benefit analysis, compliance, implementation, communication and education.

Herbruck Alder was founded in 1988 by Peter Herbruck, David Herbruck and Mark Alder, all of whom had built careers selling life insurance with New England Life and working in the employee benefits business. Other New England producers, including Marc Waite, Chuck Herbruck and Mark Nolan joined the firm shortly thereafter. Herbruck Alder quickly grew into one of the largest employee benefits brokerage and consulting operations in the Northern Ohio region. Herbruck Alder incorporated on Jan. 1, 1995. By the end of 2010, the firm had a \$9 million book of business, 45 full-time employees and had fully executed stock redemption and deferred compensation agreements with founders Peter and David Herbruck.

“Since the inception of the partnership, we have always been primarily in the benefits brokerage and consulting business – advising on insuring people not buildings, property or things,” Mark Alder says. “We grew steadily through traditional, organic means. We made calls, scheduled appointments, discussed capabilities, won business, and we delivered consistent, predictable and valuable services.”

“Our team specializes in three key areas,” says Mark Nolan. “Our “Select Market” team handles employee benefits for groups with 50 or fewer employees. Our “Large Group” team works strictly with groups of 50 or more employees, while our “Retirement Services” group works with qualified plans and life insurance. We also have a partner who specializes in individual medical coverage.”

Herbruck Alder’s merger with Gallagher was precipitated by several factors.

“We had engaged a third-party organization, which specializes in helping mid-market broker/consulting firms with either reformatting their business for future growth or positioning the business for sale,” says Mark Nolan. “We originally pursued both routes until Gallagher presented their offer, which was unanimously approved by all of our shareholders.”

Mark Alder adds that he believes his team’s commitment to delivering on promises and not taking short cuts is its differentiator. The firm has had low turnover and a lot of loyalty from team members.

“We felt very comfortable with the people, culture and access to client-servicing tools,” Mark Alder says. “In the end, we felt joining Gallagher was the best decision for our clients, associates and other stakeholders.”

Mark Nolan adds that he believe the team will do a great job in representing the Gallagher name within their region.

“We have a commitment to delivering high-touch service, fierce loyalty to each other and, with this merger, a much larger team,” Mark Alder notes. “I think that leaves us in a wonderful place.”

Steven August Papa is a freelance writer for The Confidential.

Sheraton Hawaii ■

7-Resort Project / Direct Marketing B2B + B2C Scripts
excerpt | Website + CD-ROM narrative voice-over introduction

The Royal Hawaiian

Member of the Luxury Collection Hotels of Hawaii

Narrative VO:

Once, an exotic escape for luminaries from Hollywood to Wall Street, The Royal Hawaiian remains, today, the secluded enclave that first sparked the world's imagination...

A bold façade the color of coral... Vaulted Spanish archways... Hand-made carpets, fine antiques and crystal chandeliers complement the warm Hawaiian ambiance.

"The Pink Palace of the Pacific" stands as an historic landmark and breathtaking tribute to legendary travelers and their contemporaries. For over half a century, guests have come to The Royal Hawaiian for the promise of refinement, impeccable service and that most illusive of luxuries: tranquility.

Welcome to the Island of O'ahu.

Welcome to The Royal Hawaiian.

De La Rue Cash Systems ■

4-minute / Annual Sales Meeting Opening Video Module Script
 excerpt | *detailed visual descriptions for post-production graphix creation*

Sales Meeting Opening Module

VFX = Visual Effects

SFX = Sound Effects

GRX = Graphix

Scene	Visual Description	Audio Description
1	<p><u>VFX:</u> <i>Up from black, screen fills with the green gradient used in theme graphic. The “Security Threads” are not yet revealed. Fading in and out over the gradient are colorized photographs of previous cash system machines.</i></p> <p><u>SFX:</u> <i>Musical styling begins with a low techno-sounding feel. The music is digital but not cold and retains warmth.</i></p> <p><u>GFX:</u> <i>Per De La Rue client, images of previous machines could be identified by a type treatment.</i></p>	<p>De La Rue automated systems are the symbol of integrity.</p> <p>Our international reputation for products and services is unsurpassed in the cash system industry.</p> <p>Each new product, every new innovation is dedicated to improving the customer banking experience and facilitating personalized service.</p>
	<p><u>VFX:</u> <i>Hold green gradient. Transition from fading-in-and-out previous cash system machines to photographs/video of employees from various sales meetings.</i></p> <p><u>SFX:</u> <i>Continue low techno-sounding digital music.</i></p>	<p>Each of us does our part to:</p> <p>drive brand identity,</p> <p>advance customer contacts,</p> <p>escalate sales activity,</p> <p>promote full teller automation,</p> <p>expand proposal offerings,</p> <p>increase customer presentations,</p>

		<p>expand proposal offerings, accelerate sales...</p> <p>and accelerate our careers.</p>
	<p><i><u>VFX:</u> Hold green gradient. Transition from fading-in-and-out photographs / videos of employees from various sales meetings to photographs / videos with patrons using cash system machines. During final image of sequence, begin to super "Security Threads."</i></p> <p><i><u>SFX:</u> Continue low techno-sounding digital music.</i></p> <p><i><u>GFX:</u> Super "Security Threads" over all visual elements as indicated.</i></p>	<p>Our automated systems facilitate personalized service.</p> <p>We promote focus on our customer by picking up the pace of the teller line to improve their banking experience.</p>

Schering-Plough DPI (Dry Powder Inhaler) ■

New Design Update / B2B + B2C Video News Release Script
excerpt | *softened version of technical narrative*

1. *VIDEO – Up from black, Graphix title: Schering-Plough Dry Powder Inhaler Design Update.*

AUDIO – MUSIC: Up with black, establish and fade under narration.

2. *Dissolve to top view of equipment (panning across system.)*

Narrator VO

Additional molds and assembly equipment for the Schering-Plough Dry Powder Inhaler are currently nearing completion and ready for market introduction. In order to keep up with a growing demand, our new generation of Dry Powder Inhaler gives additional capacity to our Schering-Plough patented delivery system.

3. *Front of operating machine (panning across system.)*

Narrator VO

This new generation of Schering-Plough Dry Powder Inhaler achieves significantly higher throughput with improved reliability.

4. *Front of operating flexi-cell.*

Narrator VO

First, a modular machine platform is employed that is based on proven technology from a world-class machine builder.

5. *Back of operating flexi-cell with motor and cams.*

Narrator VO

Second, a simple camshaft system with one drive motor is utilized to drive all of the assembly stations within each work-cell. Fewer S.E.R.V.O motors mean fewer opportunities for failure and countless opportunities for success.

Operation: Sea to Shining Sea ■

Television Production Company / New Show Pitch + Financial Proposal
excerpt | *creative strategy treatment for opening segment*

Operation: Gratitude

While planning the national musical celebration known as ***Operation: Gratitude (OG)*** for the Marine Corps' annual Independence Day celebration at Camp Pendleton, California, plans soon grew to include another celebration for the Marines at Camp Miramar. Based on the warm reception from both locations, we successfully proposed developing additional musical celebrations into a one-year national campaign for the United States Armed Forces. We secured national entertainment acts to perform concerts at strategic base locations across the United States for our Air Force, Army, Marine Corps and Navy as well as the Department of Defense.

Operation: Sea to Shining Sea

OG grew into a yearlong entertainment gift to our Armed Forces and before long another opportunity presented itself to our production team, ***Operation: Sea to Shining Sea***. Here referred to as ***OS3***, we propose a multiple-part, documentary series showcasing Armed Service Member installations and teams in the Air Force, Army, Marine and Navy. Enhanced by the visual excitement of a reality-based documentary, ***OS3*** is a day-in-the-life glimpse into the lives of Armed Service men and women with insights shared by their families, friends and neighbors.

Broadcast as a multiple-part series on a cable television, ***OS3*** encompasses all four branches of the United States Armed Services working together to protect and defend our country. ***OS3*** is the story of each Air Force, Army, Marine and Navy branch and their different installations throughout the United States. Finally, and most compelling to viewers, ***OS3*** is about the courage and dedication of the individual American men and women making up these installations.

Moving beyond atypical patriotic programming, ***OS3*** shows powerful insights into patriotism, dedication and family support. The diversity of these individuals coming from big cities, suburbs and rural towns is interwoven with the roles each branch of the Armed Services plays in protecting our citizens and country. ***OS3*** is the story of how each branch of our Armed Forces compliments each other during national and global challenges.

Operation: Sea to Shining Sea episodes will feature:

- Individual stories of several pre-selected Service Members at the various installations in each branch of the Armed Service. This provides the personal touch and interests of a day-in-the-life documentary.
- Follows each service member over the course of one year.

- Families of Service Members at each installation.
- Group stories of each installation.
- Culture of the region around the installation.
- A light overview of each of the four branches and what role each plays in the United States Armed Forces.
- Brief clips and sound bites of interviews with the Military Brass and National Leaders.

OS3 follows service members through their daily routines and follow their families as they participate in every facet of community life, ranging in scope from churches, schools and civic groups to entertainment and the arts.

Operation: Sea to Shining Sea is a salute to our Nation's troops. These are Americans at their greatest moment, their shining hour. These are the individual faces behind the magazine, newspaper, radio, television and Internet stories told with a compelling dramatic approach.

Suggested Media: ABC, CBS, CMT, FOX, Military Channel, NBC, Spike TV, TBS, TNT , WGN America

Operation: Sea to Shining Sea ■

Television Production Company / New Show Pitch to Network + Cable Channels
excerpt | *mock-up reviews written in national magazine review formats*

Entertainment Weekly

What to Watch - "A day-to-day guide to notable programs."

OPERATION: SEA TO SHINING SEA (TNT, TV-PG)

And you think you've got it rough? Check out Thursday's TNT premiere of *Operation: Sea to Shining Sea (OS3)* a reality series following service members through their daily training and routines while following their families as they participate in every facet of community life around the base families as they participate in every facet of community life, ranging in scope from churches, schools and civic groups to entertainment and the arts.

Although this first episode begins at Camp Pendleton, home to the Marine Corps' major West Coast combat, *Operation: Sea to Shining Sea* provides a day-in-the-life glimpse into the personal stories of the men and women in the Air Force, Army, Marines and Navy. *Operation: Sea to Shining Sea* is more than typical flag-waving fare: You'll be hooked by *OS3*'s rough-and-tumble look into the multi-faceted lives of the men and women dedicating their lives to protecting our country's freedom.

People Magazine

Cover Story - "A Long Way from Home: One Marine's Journey" August Stevens

"I'm just a regular guy," says Tommy Preston in the premiere episode of TNT's new reality series *Operation: Sea to Shining Sea (OS3)* but viewers will be hard pressed to believe that as they follow Preston and fellow Marines through daily operations. "*OS3* provides a day-in-the-life glimpse into the personal stories of the men and women in our Armed Forces and their families," says Hailstorm Productions' executive producer Tracey Sheridan of the reality series showcasing United States Air Force, Army, Marine and Navy service members through interviews with their families, friends and neighbors.

OS3's first episode features Marine Preston speaking from Camp Pendleton, home to over 57,000 marines, sailors and civilian employees working on the base every day and hosting a population that soars to over 100,000 including service members' families. *Operation: Sea to Shining Sea* gives viewers an inside look into the lives of service men and women and follows their families as they participate in every facet of community life, ranging in scope from churches, schools and civic groups to entertainment and the arts.

(Continued Page 14)

PLUS Diagnostics – Dermatopathology Division ■

National Tradeshow Booth
excerpt | *healthcare B2B narrative / booth attractor*

Client Directive: Create an easy-to-read booth attractor with talking points that support PLUS Diagnostics' account representatives.

Headline and sub-headlines:

PATHSECURE™ barcode tracking system identifies where your patients' specimens are at all times.

Sub-headlines / over-size copy:

Peace of Mind.

The finest quality of care for your patients. Delivering the highest level of quality for diagnostic consultation and convenience available to Dermatologists.

Photo A: PLUS Diagnostics Full-Color Report

Photo B: Doctor consulting with patient.

Sub-headline and Bullets:

Next Level™ Test Menu

- Photo of histologic area of interest included on all cases.
- Next Level™ histology program encompasses extensive test menu including molecular testing for complicated cases.

Logo: PLUS Diagnostics logo

Tag-line: Delivering more. For life.

Graphics: Theme Graphic

SHAKLEE MEETING THEME / Logo Design

The Shaklee Theme graphic I.M.SHAKLEE is designed as an iconic, state-of-the-art graphic identity as seen on computers, Internet sites, gaming and Web TV. The meeting theme graphic visual offers more than a passing nod to pop culture logos referencing advanced technology, social media feeds, interactive web / TV, texting, Instant Messaging, Twitter and Facebook. I.M.SHAKLEE, as a theme graphic design and as an empowering statement, emotionally inspires each attendee of the important part they play in creating change, making the planet healthier and staking their claim as an entrepreneur with the number one natural nutrition company in the U.S.

Graphics: Set Rendering

STAGING / Set Appearance

State-of-the-Art. Sophisticated. Global. An engaging panorama, physically commanding and easily accommodating to the Washington DC meeting particulars, is also intimate enough for presentations and performances. Constructed as a white, sleek and ultra-modern theater set; multi-use digital panels powerfully showcase Shaklee Nutrition, Weight, Home and Beauty products in video and photographic form as well as presentations and entertainment. All stage accessories and furniture are either white or clear (Lucite, Plexi, etc.) Video monitors are also dressed in white.

There is, however, one very important splash of color. Dynamically presenting a world of Shaklee products, places and people is a stunning, artistic representation of a globe suspended above the attendees and surrounded by ever-evolving video monitors.

The suspended three-dimensional globe (and the Shaklee logo / leaf icon awash in beautiful blues and greens hanging just below) is the only physical element on stage in color. With the exception of lenticular photo panels hung on set as well as videos using footage, photography and graphics; the entire set remains clear, clean and white. The globe also represents the importance of greening the world per Shaklee's "A Million Trees. A Million Dreams"™ Resources" initiative.

EZH20 Bottle Filling Station

Scene	Visual Description	Audio Description
2-A	<p>Soft transition to young women at EZH20 retro-fit water fountain.</p> <p>Medium-wide 2-shot: Relaxed and youthful Female One and Female Two standing at EZH20.</p> <p>Female One is getting ready to fill her water bottle and Female Two is intrigued.</p>	<p><i>Music underscores transition to “Girlfriends at the Fountain” sequence.</i></p>
2-B	<p>Medium of Female Two</p>	<p><i>Female <u>Two</u>:</i></p> <p>A water fountain with a place to fill your water bottle?</p>
2-C	<p>Medium close-up of Female One</p>	<p><i>Female <u>One</u>:</i></p> <p>Haven’t you seen this new filling station? I love it.</p>
2-D	<p>Medium close-up of Female Two</p>	<p><i>Female <u>Two</u>:</i></p> <p>What a great idea! How does it work?</p>
2-E	<p>Medium-wide shot of Females One and Two.</p> <p>Female One places bottle on EZH20 and continues talking while the bottle is being filled.</p>	<p><i>Female <u>One</u>:</i></p> <p>You just place your bottle down, and it fills automatically.</p>

		It's clean. It's fast. <i>And it's filtered!</i> I don't have to touch anything.
2-F	<p>2-F-1: Medium of Female One pointing to the lighted Green Ticker.</p> <p>2-F-2: Medium close-up reaction to Female One's hand pointing to ticker. (Alt.: ECU of ticker.)</p>	<p><i>Female <u>One</u>:</i></p> <p>Oh, and it's got this cool little green ticker...</p> <p>...that counts how many plastic disposable bottles we save from the landfills.</p>
2-G	<p>2-G-1: Medium close-up of Female Two expressing her delight!</p> <p>2-G-2: Medium-wide 2 shot of both Females</p>	<p><i>Female <u>Two</u>:</i></p> <p>This is wonderful! I hope they start putting these on every water fountain!</p> <p><i>Female <u>One</u>:</i> <i>(Sipping while Female Two delivers her line.)</i></p> <p>Me too... It's quick, clean and green!</p>
3	<p>3-A: Medium-wide shot of Females One and Two chatting at the EZH2O in B-roll only. Female One is filling her water bottle.</p> <p>3-B: Continue Medium-wide shot both females talking and super-impose photo of used water bottle plastics. (brochure, pg. 2 / inset to "green" segment)</p> <p>3-C: Continue Medium-wide shot of both females talking but now Female Two steps up and fills her water bottle while Female One begins drinking from her bottle.</p>	<p><i>NAR VO:</i></p> <p>The EZH2O, by Elkay, reduces our dependency on plastic water bottles...</p> <p>...helps minimize disposable plastic bottle waste in the environment...</p> <p>...and provides a rapid fill of filtered water to quench thirst.</p>

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a note from the writer



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