

Writing Samples – Tom Cummings

Inspirational

Business Hall of Fame – Junior Achievement

Two, short presentations designed to set the scene for an annual business awards ceremony.

Documentary

Eleven Glass Sculptures

Opening segment of a 30-minute, Aurora Award-winning documentary on the corporate art collection at Corning headquarters.

Conference Demo

Imagine What's Next – Baltimore Gas & Electric

Written as part of a national conference presentation to showcase creative scriptwriting approaches.

Conceptual

International Welcome – Corning Incorporated

The concept is the key in this multi-language orientation video for new employees.

Fundraiser

Who Was Ernie Davis?

An inspiring portrait of football legend, Ernie Davis – created for a fund-raising program for the Ernie Davis Community Center in Elmira, NY

News Style

Saints Place – Faces of Courage

Another broadcast-style program, this one produced in HD, that features interviews with refugees and volunteers.

Broadcast

Strong National Museum of Play

My deep background is in writing for television and radio commercials. It's a pleasure to be the writer/director for all of Strong's television and radio spots since the museum's expansion. .

Introducing the Rochester Business Hall of Fame

Script Draft: August 31, 2001

Writer: Tom Cummings 248-8676

Title graphics:

The business of ... inspiration.

Faces of schoolchildren.

Music under

Woman's voice:

Together, we are stakeholders in the long-term enterprise of nourishing the next generation of business and community leaders.

Montage of early Rochester - include flour mills on the Genesee. Austin Steward material goes here, too.

Some of our strongest assets in this venture to spark young imaginations are the stories of success that flow through our community from its earliest days. Many of them are so familiar we can almost overlook them until we see them again through new eyes.

B&L archival stills

Imagine hearing about two German immigrants who opened a small optical shop in Rochester and eventually became the city's oldest Fortune 500 Company.

George Eastman

Remember, if you can, when you first learned about the young bank clerk who began his photography experiments in his mother's kitchen. And whose company today is taking pictures further than ever imagined.

Xerox

Or the business that began as the Haloid Company and almost overnight revolutionized the way that people around the world share information.

Kate Gleason

Every day in Rochester youngsters encounter - for the first time - a story that has the ability to motivate them to achieve.

Wegmans, Paychex, Constellation, modern day Gleason.

Our success stories with more recent beginnings are no less inspiring. Their business worlds are diverse, yet all generously share their experience and wisdom.

High tech images of photonics, optics, microelectronics, advanced digital imaging.

They touch the entrepreneurial and community-minded imaginations of today's youngsters. And guide them toward Rochester's business frontiers of tomorrow.

Montage of portraits of inductees

The time has come to honor the mentors. The motivators. The men and woman of our community, past and present, who by their example, inspire and encourage our next generation of business leaders.

Logo: Rochester Business Hall of Fame.

Music: Up and out.

Opening Module 2002 Rochester Business Hall of Fame

Title graphic: Stories

Scenes of early Rochester – including the falls, Nathaniel Rochester and flour mills.

Narrator - Male VO: Leadership, enterprise, innovation.
These are elements of stories that flow through our history from Rochester's earliest days

Scenes of the most well-known BHOF members from 2001 and 2002. Faces of JA children - elementary, middle school and high school students.

Some of the stories have become so familiar that we can almost forget their power to inspire.

Stories of challenges faced.

Obstacles overcome.

Stories of people who made things happen.

High tech photography - photonics, optics, microelectronics, advanced digital imaging.

Their lives become touchstones that foster a spirit of imagination and entrepreneurship.

Telling and retelling our stories, we help new generations find their own sources of strength and inspiration.

Rochester Business Hall of Fame. (logo)

The Rochester Business Hall of Fame realizes the opportunity and responsibility to share our stories with the next generation of business and community leaders.

Historical laureates – 2001 and 2002

Tomorrow's leaders need to know that their lives and the life of their community are built on the ideals, the sacrifices and the courage of those who have come before.

Contemporary laureates – 2001 and 2002

The narratives of today's business leaders will be our gift to the next generation and to generations yet to be. Preserving and nurturing the stories that we share with gratitude and pride ...

... The Rochester Business Hall of Fame.

Montage of this year's inductees and BHOF logo

Music: Up and out.

Aurora Award Winner – Art

This is the introduction to a half-hour documentary on the making of the large, glass sculptures in the corporate headquarters building of Corning.

The body of the program features eleven segments, each devoted to one of the artists. The artist segments are built entirely around sound bites from interviews that I conducted with the artists along with documentary style shots of the artists at work and fluid, beauty shots of their sculptures.

I was the writer/director on this project in 1999. It won an Aurora Award in the arts documentary category and it remains one of my favorites.

1. Exterior of Corning Headquarters.

Music: Establishes, then fades under.

Voice-Over: This corporate headquarters is more than office space. The employees of Corning Incorporated who work here are energized and inspired by eleven of the world's foremost artists who work in glass.

Music: Up for quick, teaser shots of sculptures.

2. Flash cuts on one detail of each sculpture intercut with artists' names in type:

Peter Aldridge
Portals of Illusion

Dale Chihuly
Nijima Floats

Erwin Eisch
Sixteen Heads and the Space In Between

Rury Iwata
For Mother

Stanislav Libensky & Jaroslava Brychtova
The Green Eye of the Pyramid

Donald Lipski
Farm Tool

William Morris
Settlement

Therman Statom
Chemung / Atrium Color Study
Bertil Vallien

Voyage of Janus

Harumi Yukutake
Untitled

Dana Zamecnikova
Theatrum Mundi

3. Atrium with Therman Statom sculpture, tilt up to skylight.

Narrator: Each skylit atrium in this building takes on the character of its unique artwork. Together these eleven, site-specific works, commissioned by Corning, present a rich array of visual experience.

4. Therman Statom on camera – interview clip.

5. Therman at work during installation.

Therman Statom: I want the work to appeal to people on a very intuitive level as much as intellectual.

6. Employees at work, walking past Iwata and Chihuly sculptures.

Narrator: For the people who work here, these sculptures create a dynamic, engaging environment. Well-suited to a company that thrives on creativity and innovative thinking ... on new ways of seeing ... on the ability to break through technology barriers.

7. Harumi Yukutake on camera – interview clip.

8. ECU on her sculpture.

Harumi Yukatake: The attraction to glass really is started from the light that it captures. You can really change the intensity of the light playing with the material.

9. Green Eye of the Pyramid sculpture.

Narrator: Now, Corning shares these art treasures with the world in...“Eleven Glass Sculptures.”

10. William Morris interview clip

William Morris: For me glass is the closest thing to alchemy that I know.

11. William Morris at work during installation.

Narrator: In this program, you'll see eleven modern masters at work and hear how each approaches the challenge of the creative process.

12. Erwin Eisch interview clip

Erwin Eisch: Now with this commission I was very happy to start this couple, man and woman. Very important. Very exciting.

13. *For Mother*

Narrator: From contemplative ...

14. *Sixteen Heads*

... to provocative.

15. *Theatrum Mundi*

From emotional...

16. *Green Eye*

... to coolly abstract.

17. *Farm Tool*

From amusing ...

18. *Portals of Illusion*

...to elegant.

19. Bertil Vallien interview clip

Bertil Vallien: I've been working with glass now for thirty-five years and still it's like discovering new things everyday.

20. *Voyage of Janus, Untitled and Green Eye*

Narrator: This is a rare opportunity to see this private collection of major commissioned works. And it's a tribute to the imagination, the art and the craftsmanship behind these ...
"Eleven Glass Sculptures."

21. Tilt up to skylight above *Green Eye of the Pyramid*.

Music: Up and out.

Imagine What's Next
Baltimore Gas and Electric
Calvert Cliffs Nuclear Power Plant

A demonstration script for a national conference session on creative scriptwriting, this show was never produced.

The objective – to show the public a BG&E plant's importance as a producer of electricity and persuade them that it's vital to continue the plant's role by extending its operating license.

May 13, 1998

Title: Imagine What's Next

Music: A single clarinet or oboe supplies
lighthearted punctuation for the opening
sequence.

In a limbo set, a group of four or five children — first or second graders — peer up into a wide-angle lens slightly above their eye level. They react to the invitation of the voice-over narrator with polite looks that say, “I don’t think so.”

Narrator (VO): Would you like to hear about
the good old days? Come on, it’ll be fun.

Clunky archival footage of a mid-1960’s era family gathered around a small console TV.

It was a time when television screens were
small.

Archival footage — an early, room-sized computer.

And computers were large.

Close-up on one of children’s faces as he or she looks into the camera with a look of surprise.

It’s true.

Archival footage of a 1960’s teenager talking on the phone, twisting the cord.

Back then, all telephones had cords.

Archival footage - placing an LP on a turntable.

Music came from longplaying stereophonic
record albums.

Archival footage – child’s head follows the action of a slot car or electric train going around and around on a small circular track.

And this was a kid’s idea of fun.

Close-up on another child's face as he or she looks on in open-mouthed disbelief.

Really! It wasn't that long ago.

BGE file footage of Calvert Cliffs Plant just beginning construction.

By 1967, when Baltimore Gas and Electric decided to build Calvert Cliffs Nuclear Power Plant, the ways we used electricity were beginning to grow rapidly.

Dissolve to Calvert Cliffs in 1975.

Narrator (VO): The first of the plant's generating units went on line in 1975, just in time to power the latest video games.

Archival footage — Pong or PacMan.

SFX: Pong or PacMan.

Close-up on another child's face - stunned.

Narrator (VO): It was a time when home videocassette recorders were taking hold. You could have VHS or Betamax.

BGE footage of Calvert Cliffs in 1977.

Two years later, Calvert Cliffs' second generating unit began operating. Only a handful of government and university types knew about the Internet.

Close-up on another child's face, still amazed.

And no one had a home computer. No hard
drive to crash and lose your homework.
Instead, your dog had to eat it.

A cute dog's face as he turns his head in a quizzical expression.

A montage of modern residential uses of electricity:

- a. A mom and dad listening to a newborn on a baby monitor.
- b. CD player as part of a home stereo system.
- c. A new kitchen microwave.
- d. Central air conditioning.
- e. Baby boomer staying in shape on electric treadmill.
- f. A home security system being programmed.
- g. Outdoor pathway lighting coming on at dusk.
- h. Family watches Nickelodeon or the Discovery Channel.
- i. Child using America Online.

Music: Changes to a more contemporary
theme and continues under narrator.

Narrator (VO): Today, we use more
electricity, in more ways than ever before.
Ways that have grown beyond what most
people could imagine in the 1960's. Or even
just a few years ago. Change remains the
only constant. And during the *next* quarter
century, electrical power will become even
more essential as it energizes the next
generation of the information age.

Series of rapid dissolves on BGE file footage that shows the progression of growth and
improvements at the Calvert Cliffs plant through the years.

That's why Baltimore Gas and Electric works to continually upgrade and renew Calvert Cliffs. Incorporating new designs and new safety features. Enabling the plant to be a reliable provider of electricity for many years to come.

Homeowner opening a BGE service bill in a home office with an attractive, modern halogen desk lamp.

Today, Calvert Cliffs generates nearly half of our electricity. And it's such an efficient producer it helps keep electric rates among the lowest in the region.

Group of children touring the natural area surrounding the plant.

Anticipating tomorrow's electricity needs is not the only way we're assuring a brighter future. Nuclear plants like Calvert Cliffs do not produce greenhouse gases — an unavoidable byproduct of fossil fuel plants.

Environmental monitoring equipment in use.

We constantly monitor the air, water, plants and animals around the plant — both on the land and on the Bay — to be sure our operation produces no harmful effects of any kind.

Montage of wildlife in natural habitats around the plant — owl, deer, osprey and bald eagles.

Calvert Cliffs benefits the environment in other ways as well. About two thousand acres around the plant have been set aside as a wildlife preserve – providing habitats that might otherwise be lost.

In many different ways, we help set the standards for safe, reliable nuclear power plant operation.

BGE file footage of inspection procedures.

Today, Calvert Cliffs is once again leading the way, as we become the first nuclear power plant in nation to apply for renewal of our license. The renewal process began only after an extensive, eight-year evaluation of our safety and operating efficiency.

Engineers at work on CAD stations designing and evaluating new steam generator designs.

Our decision to invest in new steam generators is just one recent example of our commitment to keep Calvert Cliffs at the forefront of nuclear power technology.

The camera dollies slowly around a child — one who we met in the opening sequence — only now at eye level with the camera using a computer at home.

When tomorrow's Baltimore Gas and Electric customers look back at the late 1990's, they'll see a time of renewed commitment to reliable, safe, inexpensive electric power.

And considering all the changes in the past
twenty-five years, who can imagine the
uses we'll find for electricity in the next
quarter century?

The camera comes to rest as the child looks slowly from the computer screen to make
eye contact with the viewer and smile.

Fade to white and the BGE logo.

Music: Up and out.

Thirteen Corning employees, each from a different country, address the camera. Each delivers one sentence or phrase of the narration in his or her native language. In editing, we blended them together to form a continuous, multi-lingual message of welcome for new hires. In the US, the video has English text graphics scrolling down the left side of the screen..

1. **Music:** In up and under
2. **Stephen:**
Welcome, from around the world of Corning Incorporated.
3. **Lisa:**
We began in 1851 in the United States.
4. **Jean:**
And since the 1920's we've maintained operations, subsidiaries, offices and associated companies around the globe.
5. **Ivan:**
Together we create and deliver products that ...
6. **Aleksandra:**
... bring the world together.
7. **Taiwo:**
We manufacture optical fiber, cable and photonic products for the telecommunications industry;
8. **Ye:**
We make ultra-thin, precision-surface glass components for television and other related information display industries.
9. **Dipak:**
We use advanced materials to manufacture products for scientific, semiconductor and environmental markets.
10. **Eric:**
Our company's "heritage of innovation" has been recognized with the U.S. National Medal of Technology.
11. **Inna:**
Looking to the future, we will continue to create leading-edge technologies ...

12. **Li:**

... for the fastest-growing markets of the world's economy.

13. **Tony:**

We're glad you're joining our company ...

14. **Hildegard:**

... and we look forward to working with you. So, from all of us ...

15. *In rapid succession we cut to each of the speakers we've seen as they smile and say, "Welcome" or another one or two word phrase in their native language that communicates the same idea.*

16. **CEO** (in English): Welcome to Corning.

17. Corning logo

18. **Music:** up and out.

1. EXT. LATE AFTERNOON ON THE GROUNDS OF ERNIE DAVIS MIDDLE SCHOOL. IN NEAR SILHOUETTE, A MAN IN HIS EARLY 60'S AND A GROUP OF CHILDREN AGES 8 OR 9 WALK TOWARD THE STATUE OF ERNIE DAVIS ON.

MUSIC: Inspirational theme that starts in a reflective mood and builds quickly to support visuals.

Narrator (Voice-Over): When a youngster asks, "Who 's Ernie Davis?" where do you begin? You might start by saying, he was nicknamed "the Elmira Express" or ...

2. DISSOLVE TO EARLY PHOTO – ERNIE PLAYING ELMIRA SMALL FRY FOOTBALL

... that he was recognized as a gifted athlete even from his earliest years.

3. MONTAGE OF HIS HIGH SCHOOL FOOTBALL, BASKBALL AND BASKETBALL STILLS

In high school, he was a good student who valued education as much as athletics. A three-sport standout , he led Elmira to a 52-game winning streak in basketball.

4. FILM: SU HIGHLIGHTS FOOTAGE AND STILL OF ERNIE SMILING SURROUNDED BY FOOTALLS (ALL AMERICAN PUBLICITY SHOT)

Recruited to play football for Syracuse University, Ernie was a two-time All-American halfback.

5. SU GAME FOOTAGE.

As a sophomore he was named MVP in the Orangemen's win over Texas in the Cotton Bowl. The victory gave Syracuse an undefeated season and its only national championship in football.

6. ERNIE WITH HEISMAN TROPHY – FILM AND STILL

Then, in 1961, as a senior, Ernie Davis became the first African-American to win the Heisman Trophy.

7. ERNIE WITH PRESIDENT KENNEDY – STILL.

It was an honor that prompted President John F. Kennedy to congratulate Ernie in person.

8. SIGNING CEREMONY WITH ART MODELL

As the National Football League's number one draft pick, Ernie signed a record-setting rookie contract with the Cleveland Browns and began practicing with the team.

9. CLEVELAND BROWNS PUBLICITY PHOTO – ERNIE IN JERSEY #45

Elmira's favorite son was on top of his game and on top of the world. But Ernie Davis would never play pro football.

10. HOSPITAL EXTERIOR - NEWS CONFERENCE

In the summer of '62, he was hospitalized with a blood disorder, later diagnosed as leukemia. After treatment began and his disease was in remission, he wrote an article for the Saturday Evening Post, published in March of the following year.

11. PHOTO MONTAGE – GAME HIGHLIGHTS

12. TYPE: "I can't call myself unlucky."

13. TYPE: "...a gift...made all the rest possible."

Ernie wrote:

"I can't call myself unlucky. My 23rd birthday was December 14. In these years I have had more than most people get in a lifetime ... I worked to improve myself in sports, but the ability had to be there to begin with. That was a gift to me that made all the rest possible."

14. BRIEF DIP TO BLACK

Two months later, Ernie Davis was gone.

15. FUNERAL NEWS FOOTAGE

He was eulogized not only as a superior athlete, but also for his grace, his humility, his determination and his courage. His force of character touched and changed everyone who knew him.

16. ERNIE WITH CHILD AT THE SHRINERS HOSPITAL

Yet for all the fame and attention, he never
lost his innate kindheartedness, his
generous nature or his genuine concern for
others.

17. STILLS FROM THE ERNIE DAVIS COMMUNITY CENTER (LIST AT END OF
SCRIPT)

And as one made so many things possible
for so many who followed him. In the sports
world. And in his community.

18. STILLS FROM THE ERNIE DAVIS COMMUNITY CENTER.

You can see his influence today in Elmira
as the inspiration for the programs and
services of the Ernie Davis Community
Center.

19. ARCHITECT'S RENDERINGS OF NEW FAMILY CENTER CAMPUS

You can see it in the new Ernie Davis
Family Center – the hub of a campus
environment that will bring together all the
programs of the Economic Opportunity
Program of Chemung County.

20. TYPE GRAPHICS:

ERNIE DAVIS HUMANITARIAN AWARD
PAST WINNERS

And you can see it in the examples set by
those who are honored each year with the
Ernie Davis Humanitarian Award.

MUSIC UP FOR TYPE GRAPHICS ROLL

21. TYPE ROLL:

1996

James M. Ramich
Tommy Hilfiger

1997

Paul Pasqualoni
Walter Chattman
Sal Schiliro

1998

Denis Amisano
Marty Lyons

1999

Doug Flutie
Joel Stephans

2000

Eileen Collins
John Mackey
Dikembe Mutombo

22. WIDE SHOT OF THE OLDER MAN AND THE BOY SEEN AT THE BEGINNING NEAR THE ERNIE DAVIS STATUE. THEY TURN AND SLOWLY WALK AWAY.

So if a youngster asks you, “who’s Ernie
Davis?” Tell about the legendary sports star
who shone so brightly for too short a time.
But don’t forget to tell how he continues to
inspire all who are committed to
strengthening the human fabric of our
community.

VISUALS

SOUND

Saint's Place logo

Title:

Music: In, up and under.

Heroes

Faces of Courage

Face - Anna

Narrator (VO): The faces of America's newest immigrants.

Face - Foday Conte

They tell age-old stories of war and suffering.

Face - Serbian Mom

Of ethnic persecution and religious intolerance.

Face - Stephan

But these faces also tell of hope and courage.

Rochester Airport

Families fleeing war-torn and troubled countries around the world have made their way to Rochester, New York as legal immigrants seeking a new beginning. Here they find hands of welcome and friendship extended by the people of Saint's Place.

Airport scenes continue

Colleen Knauf (VO): 00:38:15 Saints Place Ministry is important to refugees that are arriving in Rochester because we are the only ones who do this.

Type Super:	<u>Colleen Knauf (OC)</u> : We give them furniture.
Collen Knauf	We give them clothing. We help them with
Director - Saint's Place	tutoring. We don't charge them for any of our
	services. So we are it.
Greeting scene with Colleen and	<u>Colleen Knauf (VO)</u> : 00:41:38 When I saw
Fr. Jim at 46 S. Main.	these people I knew that I couldn't turn my
	back on them.
Loading van	And I knew that we as a community in
	Rochester, we all have surplus. We could
	share from that surplus and that's how we
	started and that's how we continue to grow.
Exterior 46 South Main, wide and	<u>Narrator (VO)</u> : Based in this small house at 46
CU with flag and sign.	South Main Street in Pittsford, Saints Place is
	a Christian values-based ministry that assists
	people of all creeds.
Foday at computer and with other	<u>Foday Conte (VO)</u> : 00:50:18 What I do now is
student.	work and I go to school, but my main objective
	is to complete my schooling and get a better jo
	and help my people. (pause)
	00:48:51 Back home, I don't really like to talk
	about that because it brings some sad, sad
	memories.

Foday, on camera

Foday (OC) 00:46:44 > We left our country a couple of years ago, went to a neighboring country that was a sad life experience? for us. And in the process we lost my baby brother. May his soul rest in perfect peace. He died at the refugee camp in Gambia. That was something very very painful for us. But life still goes on and then things like food clothing shelter - it wasn't good.

Clothing closet - clothing rack sequence.

Foday (VO): 00:46:10 We came here with absolutely nothing.

Helene McGrady (VO): 02:05:46 Many times these families come with little more than the clothes on their backs. And so we have a clothing closet where we can outfit them, give them clothes that they would like to wear.

Type Super:

Helene McGrady

Volunteer

Helene McGrady (OC): 02:09:53 I feel that I've received blessings just by knowing them. Just by knowing them and it gives you just a good feeling in your heart.

Serbian Mom and daughter shop
at Clothes Closet

And you know when they smile, I smile.

Serbian Mom	<u>Serbian Mom (OC):</u> 02:25:01 Because there was a war in our country, we had to leave our country.
Serbian family at home – father and son play.	There were many political problems and we wanted to save our children.
Anna	<u>Anna (daughter):</u> 02:34:18 We were not safe and I was not afraid because I knew that I would have freedom when I came to America because in my country I was not free.
Mom studying with son.	<u>Serbian Mom (VO):</u> 02:26:38 We have many volunteers from Saints Place coming to help us. There is a teacher who comes many times and helps us learning English.
Anna and younger child enter	<u>Anna (VO):</u> 02:34:42 I'm a student at Benjamin Franklin High School. I make a lot of friends and I feel great in the school. I'm a great student. I will finish college and I will be a doctor and /// I will help people like St.'s Place helped us.
Serbian Mom	<u>Serbian Mom:</u> 02:27:40 My biggest wish is that my kids finish school, and become good people and get good jobs so they can return and thank Saints Place for what they've done for us.

Tutoring scene	<u>Edward Kay (VO)</u> 02:19:42 I tutor an individual student.
Type Super: Edward Kay Volunteer	<u>Edward Kay</u> (continuous OC) Each person here at Saint's Place tutors an individual student. An I tutor him in basically anything he has trouble with in school.
Tutoring program cutaways	<u>Edward Kay</u> (continues VO) /// Everything from math to history. 02:20:39 I have a lot of fun with it. It's been an amazing cultural experience for me. /// and I go to know that I'm doing something good.
Stefan	<u>Stefan (OC)</u> : 02:38:17 Two years ago I came here to the United States. I met those great people from Saint's Place who helped us a lot. Not just me. Everyone.

Children read,
Set table,
Family eats.

Type Super:
Annette Marvin
Volunteer

Guilsoom family
Greeting Colleen and Annette at
the front door and bringing them in
to bring gifts - 3 shots

Stefan (VO): 02:42:19 > Many refugees were coming to the United States everyday and they provided us with clothing, with books, helping u learning English ... I know they have a lot of people from Afghanistan coming here to study English and I think it's great – not just learning English, but also socializing with people and ju giving them the feeling that they are not alone. That's really great.

Annette Marvin (OC): 02:16:27 I feel so fortunate to be involved in Saints Place, I really do. The volunteers and all the people involved in the organization are truly inspiring to me. They really are.

Annette Marvin (continues as VO): They are al here to give of their hearts. They are here to offer up friendship to people who need it. As well as their time and their talents and it helps me to understand what's really important, to keep my priorities straight.

Kitchen supplies sequence

Annette 02:17:33 I am a working professional I give what I can and I think that's what we're all here to do. Whether it's a couple hours a week or one weekend a month, it's still making a huge difference in people's lives.

Repeat best of volunteers at work scenes - clothing closet, loading and unloading van, tutoring scenes, etc.

Narrator (VO): You too can make a huge difference in people's lives. Saints Place needs your help. Please give what you can. Volunteer today as a tutor or driver. Donate gently used household goods, clothing and furniture. The opportunities to help are many. The results are rewarding beyond measure.

Foday Conte on camera

Foday: 00:52:38 Saints Place is a place I will never forget in my life. It's a place I won't forget in my life because they give me hope that at indeed this is the home of the free and I know that I'm free at last.

Narrator (VO): Support the work of Saints Place in any way that you can and "be a hero."

Series of faces speaking the line... "Be a hero."

Type graphic: Be a hero.

Music: Up and out.

Saints Place logo

Strong National Museum of Play
Rochester TV Oct – Dec '06 :30
DRAFT: October 10, 2006

Visual	Audio
Group of kids moving toward camera in Reading Adventureland.	<u>Kids</u> : Let's go.
Another group of kids	Let's play.
Family, Reading Adventureland entrance	We can stay here all day.
Reading Adventureland wide Type banner (upper 3 rd) "PLAY'S the thing in Rochester" – Los Angeles Times	<u>Female (VO)</u> : Word's out. Strong — National Museum of Play is the destination sensation.
Field of PLAY sign Type banner (lower 3 rd) "A Jewel" – Rochester Democrat and Chronicle	The only museum in the world devoted to play ...
Ames room	... is bigger and even better than ever.
NTOF – father daughter Type banner (upper 3 rd) "...no chance of seeing it all on just one visit." – Toronto Star (hold for next two scenes)	Now's a perfect time to experience...
Walk-in kaleidoscope	intriguing, new hands-on exhibits...
Carousel rider	...all-time classic favorites ...

Butterfly Garden environment (small type: Separate admission fee.) CU butterfly - stock	... Upstate's only indoor butterfly garden and much more.
Low angle on giant, kids POV Children's faces (as they look up at giant)	So what are <i>you</i> waiting for? Don't miss all the fun at ...
Animation: Strong National Museum of Play (logo)	<u>Singers:</u> Strong - National Museum of Play.