Agency			Writer	ELIZABETH ORR	
Client	THE APP VIDEO GUY		Producer	SKATING MAGAZINE	
Project	SKATING MAGAZINE ARCHIVE		Director		
Title	"		Art Director	r	
Subject	NEW ARCHIVE TOOL		Medium	VIDEO SCRIPT	
Job #	431		Contact	ED HASKINS	
Code #	101		Draft	9	
	VIDEO			AUDIO	
FULL VIEW: THERESA AND BEN; ONE ON EACH SIDE OF SCREEN. PROJECTED ON THE SCREEN IS PHOTO OF SKATING MAGAZINE ARCHIVE LOGO.		THERESA: Welcome to SKATING magazine Archive. I'm Theresa and this is my friend Ben and we'll be taking			
		you on a WHIRL through this amazing research tool.			
PHOTO OF FAMOUS EARLY SKATER ON SCREEN.		BEN: Want to search for your favorite skater and learn			
		what I	what happened in a specific year? It's all here!		
PHOTO O	F AXEL PAULSON DOING	You can find out the origins of the Axel Axel			
THE FIRST AXEL.		Paulson first performed it in 1882.			
SHOT OF PAGE WITH TESTS PASSED. CLOSE UP: TEST NAME WITH CIRCLED YELLOW HIGHLIGHT ON KRISTY YAMAGUCHI.		THERESA: Or pull up your own personal history of tests passed. A swell way to see who else took the test at the same time.			
BROWSER WINDOW HEADER GRAPHICS: QUICK CUTS: AN ARTICLE, PHOTO, AND CURSOR		BEN: Once you find what you're looking for, you can read			
		an article, look at photo galleries, print a story or			
,	ADING AN ENTIRE ISSUE.	download an entire issue. It's all in the SKATING			
		maga	magazine archive!		
		<u>THERESA:</u> It's the Bee's Knees!			
		BEN: Ready for your first search? Let's start with an all-			
		time favorite, Scott Hamilton, and limit the search to			
		the 1984 Olympics.			
	MOVES TO TOP OF PING IN WITH QUOTES	THER So let		es around Scott's name to ensure	

	2.		
VIDEO	AUDIO		
FIRST SCOTT HAMILTON. THEN	it will be searched for as a whole. Then narrow your		
AND (LASTLY) "1984 OLYMPICS. WE THEN SEE A THUMBNAIL	search down by adding the search word AND,		
PHOTO OF SCOTT.	then "1984 Olympics." This will retrieve all items		
	connected to BOTH TOPICS.		
	BEN: And remember that all search words inside quotes		
	are case sensitive.		
CURSOR AT TOP, TYPING IN "2002 OLYMPIC WINTER GAMES." THEN CLICKING ON "ARTICLE" AND "ISSUE."	THERESA: Now let's perform a search on the "2002 Olympic Winter Games." Click on "Article" on right side to read that story Hey! The Big Cheese that year was Sarah Hughes. She landed seven triple jumps including a triple toe loop-triple loop that's what I call Hotsy Totsy. If you want this whole issue, CLICK on "Issue" to download the issue selected. Nifty,		
	huh?		
TYPING "ASHLEY WAGNER."	BEN:		
CLICK ON MAIN HEADER. THEN CLICK ON A PHOTO WITH ARROW APPEARING, REVEALING ALL THE PHOTOS FROM THAT STORY.	Let's find two-time reigning U.S. champion "Ashley Wagner." The third story down is from the 2008 U.S. Championships. Click on the main header and you'll get the story and photos with captions her triple Lutz-triple loop combinations were Ritzy! I wanna SEE that so let's click on one of the photos and an arrow will appear, showing you all the photos from that story. (Aside to viewer)		
TYPING IN "BEN WRIGHT." CURSOR AT LEFT SIDE; SEARCH FILTER SHOWS THE NUMBER OF RESULTS BY YEAR BACK TO 1938. THEN TYPING IN BEN <u>OR</u> BENJAMIN.	 I got a crush on this dame she slays me. <u>THERESA:</u> My turn! Let's search for "Ben Wright" you might call him a Fly boy. Here's the results 44 entries. But maybe we should add "Benjamin Wright" to 		

<u>VIDEO</u>

SERIES OF MAGAZINE SHOTS OR STACKS AND STACKS OF ISSUES. MAGAZINES ZIP INTO A TREASURE CHEST WITH: SKATING MAGAZINE ARCHIVE TITLE ON FRONT.

<u>AUDIO</u>

capture all references to Mr. Wright. To do that, you key in the search word -- OR -- to expand the results to all mentions of Ben OR Benjamin. Geez! 125 results! He's the cat's MEOW!

<u>BEN:</u>

(Coughs) Ahem. Let's get back to work. Just think folks, for nearly a century SKATING magazine has been the number one publication for U.S. Figure Skating. Now with the SKATING magazine Archive, you can tap into this golden treasure trove of skating history.

<u>THERESA:</u>

'Yeah, now you're on the trolley!"

BEN:

That's the 1920's way of saying, "Now you've got it!"

THERESA:

-- Time to move on to the Skating Archive! Enjoy!