

Agency	--	Writer	ELIZABETH ORR
Client	THE APP VIDEO GUY	Producer	SKATING MAGAZINE
Project	SKATING MAGAZINE ARCHIVE	Director	
Title	"	Art Director	
Subject	NEW ARCHIVE TOOL	Medium	VIDEO SCRIPT
Job #	431	Contact	ED HASKINS
Code #	101	Draft	9

<u>VIDEO</u>	<u>AUDIO</u>
<p>FULL VIEW: THERESA AND BEN; ONE ON EACH SIDE OF SCREEN. PROJECTED ON THE SCREEN IS PHOTO OF SKATING MAGAZINE ARCHIVE LOGO.</p> <p>PHOTO OF FAMOUS EARLY SKATER ON SCREEN.</p> <p>PHOTO OF AXEL PAULSON DOING THE FIRST AXEL.</p> <p>SHOT OF PAGE WITH TESTS PASSED. CLOSE UP: TEST NAME WITH CIRCLED YELLOW HIGHLIGHT ON KRISTY YAMAGUCHI.</p> <p>BROWSER WINDOW HEADER GRAPHICS: QUICK CUTS: AN ARTICLE, PHOTO, AND CURSOR DOWNLOADING AN ENTIRE ISSUE.</p>	<p><u>THERESA:</u> 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.</p> <p><u>BEN:</u> Want to search for your favorite skater and learn what happened in a specific year? It's all here!</p> <p>You can find out the origins of the Axel. -- Axel Paulson first performed it in 1882.</p> <p><u>THERESA:</u> Or pull up your own personal history of tests passed. -- A swell way to see who else took the test at the same time.</p> <p><u>BEN:</u> Once you find what you're looking for, you can read an article, look at photo galleries, print a story or download an entire issue. It's all in the SKATING magazine archive!</p> <p><u>THERESA:</u> It's the Bee's Knees!</p> <p><u>BEN:</u> Ready for your first search? Let's start with an all-time favorite, Scott Hamilton, and limit the search to the 1984 Olympics.</p>
CURSOR MOVES TO TOP OF PAGE.TYPING IN -- WITH QUOTES	<p><u>THERESA:</u> So let's place quotes around Scott's name to ensure</p>

VIDEO

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

AUDIO

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!

BEN:

(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.

THERESA:

'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!