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Script 1

Bungee Barbie

Slug: Bungee Barbie
Produced by: Cara Mueller
Reporter: Thomas Vermeer
Lakewood High School; St Petersburg, FL

Anchor Lead In: While many American teachers try to explain to their pupils the matters of this new war on terrorism, some stay focused on the complex challenges of teaching subjects such as physics and math. And as one class shows, it doesn't hurt to add a little creativity to a physics lesson. Reporter, Thomas Vermeer has the story.

-- pkg --

VO

Emily Milroy is learning many physics principles today, but she isn't reading them out of a textbook. She and her classmates are doing a project they call bungee Barbie.

VO

Everyone has been put into teams: Emily, Amanda, Spencer and Stephani have all been working hard to get a Barbie and bungee cord ready for competition.

VO

Lorie Gifford, the class instructor, explains the rules for this activity.

SOT

Lorie Gifford, Teacher

"This project is about using physics and math to design a bungee barbie apparatus, that will allow the students to drop Barbie off a platform and with a goal of getting as close to the ground with out hitting."

SOT

Emily Milroy, Student

"I think we'll do pretty good, we had good test trials. To get an A, you have to get in the thirty centimeter range from the ground and not for Barbie to smash into the ground."

VO

The team carefully measures the length of the rubber band and prepares for the drop. After watching several other Barbies take the plunge, it's now their turn.

VO

Barbie gets very close to the ground, but the competition is harsh. Some Barbies don't make it.

SOT

Emily Milroy, Student

“She got into the extreme jump both times, we didn't make it to the final's but Barbie did good, she did good, she didn't smash in half.”

VO

Win or lose, a good lesson is learned.

SOT

Emily Milroy

“I learned that it takes team work to pull something off like this, and that Physics can be fun.”

VO

Thomas Vemeer, St. Petersburg Florida

Script 2

Poor People

“Poor People” (script 2)
Elizabeth Sligh, Reporter
Emory University Atlanta, GA

Suggested Anchor Lead-In: Many factors impact Poverty in America varying from a lack of well-paying jobs to a need for adequate federal assistance. Persons living in poverty say they deserve better. Elizabeth Sligh, our reporter, has the story.

(SOT - activist)

“We are here to say that it is our human right to be free from poverty. It is our human right to be free from fear.”

(VO)

Low-wage workers say they are standing up for their rights to earn a decent living.

(SOT- activist)

“You shouldn’t have to work more than 40 hours a week in order to live.”

(VO)

So they have gathered at the Georgia State Capitol to take a stand. Georgia has recognized “Poor People’s Day at the Capitol” for 23 years. The event educates people of all ages about the issues facing America’s poor.

(SOT - activist)

“So its good to have just one day out of the year when people can see it on the news or see people out here that care about what’s going on.”

(VO)

The new welfare system known as Temporary Assistance to Needy Families or TANF is designed to move families off public assistance and into jobs.

(SOT - activist)

“Many welfare recipients do not have a high school diploma, they need longer time periods to help to support them to go back to school, work on a GED or learn to speak English, get a license or a college degree.”

(VO)

Malaika Shakir, a graduate student at GA State University was a recipient of TANF while in undergraduate school. She became a single mother as a freshman and needed the assistance but when she got an on-campus job her TANF support was threatened.

(SOT- MALAIKA SHAKIR)

“I was denied a lot of the opportunities that should have been given me because I was in school. At the time I was on welfare and they did not want to allow my school credits to count as work. Even though I was paid a stipend.”

(VO)

She has a degree and is no longer getting government assistance. Now she wants to educate and motivate others.

(POSSIBLE GRAPHIC) [INSERT WITH SLOW DISSOLVE]

The U. S. Census Bureau defines poverty by income and family size-- for example, a family of four making less than \$18,000 a year or a family of five with \$20,000 both fall into poverty.

-- GFX --

FEDERAL POVERTY LEVELS THRESHOLDS

FAMILY SIZE	INCOME
3	below \$14,269
4	below \$18,022
5	below \$20,812

(source: 2001 U.S. Census Bureau)

(VO)

Supporters for poor people’s rights say that low and inadequate wages are key reasons for poverty. That’s because minimum wage is usually not enough for most families to survive.

(SOT- student activist)

“I’m here to represent the youth voice . . . People that are making six or seven bucks an hour, working 40 hours a week and having to work two jobs just to feed their children, to pay for rent.”

(VO)

Advocates for the poor combat issues like welfare reform and access to better than minimum paying jobs, which supporters call “living wages”.

(SOT - student activist)

“One of the campaigns that I am working on right now is the living wage campaign. In Atlanta, we are asking for 10.50 an hour, plus benefits for city workers and any companies that get large grants from the city.”

(VO)

More than 60 cities and counties in the United States have implemented living wage ordinances. This requires employers to pay employees wages that are above the federal or state minimum level.

(Reporter STAND UP)

America has seen a significant increase in poverty and a decrease in jobs. Advocates for the poor say what's needed is a system that works with them not against them.
Elizabeth Sligh, Atlanta, GA.

Script 3

Candy Shop

Kelley Jelinski, Reporter
Michigan State University

ANCHOR LEAD-IN: With Valentine’s Day just around the corner, many students are looking for special gifts for their loved ones. News correspondent Kelley Jelinski shows us a sweet idea for Valentine’s.

TRACK:

Chocolate... chocolate... chocolate.

SOT- Ed Glazer, MSU Student

“IT’S A CLICHÉ, BUT IT WORKS. IT SHOWS HER SHE’S SWEET.”

TRACK:

While it may be a cliché, the gift of sweet, creamy chocolate for Valentine’s Day is sure to be a hit.

SOT- Linda Cook, MSU Student

“I LOVE CHOCOLATE, SO I WOULD LIKE IT.”

TRACK:

And what tops chocolate? Homemade stuff from a local candy shop. Madeline Fabiano-Blair should know. She runs Lansing’s Fabiano’s Homemade Candies. She says February 14th is their busiest single day of the year.

SOT- Madeline Fabiano-Blair, Fabiano’s Candy Kitchen

“VALENTINE’S DAY, FOR CANDY, THEY SAY THERE WILL BE 5 BILLION DOLLARS SPENT ON CHOCOLATES.”

TRACK:

Your choices are endless. From dark chocolate to milk chocolate... even white chocolate... candy makers offer a lot.

SOT- Madeline Fabiano-Blair, Fabiano’s Candy Kitchen

“WE DO BUTTER CREAM AND THE VERY BASIC VANILLA, MAPLE. WE DO CARAMEL, CHOCOLATE COVERED HONEY COMB CHIPS, RASPBERRY, PEANUT BUTTER STICKS. WE MAKE ALMOND BARK, AND THE TOP SELLER IS THE ALMOND TOFFY.”

TRACK:

For high quality candy, Fabiano-Blair says people don’t mind paying a bit more. And candy sellers say they’re willing to help make gifts more special... including special orders.

SOT- Madeline Fabiano-Blair, Fabiano's Candy Kitchen

"IF THERE'S ANYTHING ANYBODY WANTS TO DO SPECIAL, WE CAN DO THAT TOO. WE'VE ENCLOSED DIAMOND RINGS IN SOME OF OUR CHOCOLATE BOXES, INCLUDED MONEY IN SOME OF OUR BOXES."

TRACK:

Fabiano-Blair says the most popular pick for Valentine's is the pre-assorted chocolate heart box. There's a box for everyone, with a little of everything inside.

REPORTER STAND-UP:

They make over 250 different types of candy, by hand. So, where does all the magic take place?

TRACK:

In Fabiano's own candy kitchen. It's got everything a candy maker needs. Fabiano-Blair's son, Steve Blair, runs the kitchen. He showed us how some of the machines work.

While most candy is run through the machines, Blair's favorite things to make are the hand-dipped rum stem cherries.

SOT- Steve Blair, Fabiano's Candy Kitchen

"IT'S A LOT OF FUN, HANDS-ON. YOU HAVE TO DIP IT BY HAND INTO THE CREAM, THEN IN THE CHOCOLATE."

TRACK:

Whatever sweet you select, homemade candy is sweetest. Kelley Jelinski. Lansing, Michigan

Script 4

N.Y. Firefighters

SLUG: New York Firefighters
Reporter: Helen Waligora
Central Michigan University; Mt. Pleasant, Michigan

BEGINNING VO:

With pencils and markers in hand, these 2nd and 3rd grade students at Pullen Elementary put forth a big effort to say two little words, thank you.

SOT Paige Brehm, Pullen Elementary Student

"I WAS VERY SAD FOR WHAT HAPPENED ON SEPTEMBER 11TH. WHAT I SAW ON THE NEWS WAS VERY HARD FOR ME. YOU'RE THE BEST PEOPLE I COULD EVER THINK OF."

VO

And once completed, these tokens of appreciation were ready to be delivered to some of our nation's finest—one of the first New York fire companies to respond to the World Trade Center disaster.

VO

Although Mrs. Shepherd's class may not fully understand the magnitude of the September 11th attacks, their words reflect the sense of loss felt by much of the nation.

SOT Paul Bennett

Pullen Elementary Student
"I HOPE ALL THE TERRORIST ATTACKS WILL STOP."

SOT- Noelle Goffnett-Pullen Elementary Student

"I WAS VERY SAD ABOUT THE TERRORIST ATTACKS."

STANDUP:

A long way from Mt. Pleasant, Michigan, I am now standing in front of the vigil here at Fire Engine 201 in Brooklyn, New York.

VO:

The men of Engine 201 say they appreciate the cards and letters they've received from across the country, as they continue to grieve for four of their own comrades who have been missing since the collapse of the first tower.

SOT- Firefighter Mike Burke:

"THIS HERE IS FIREFIGHTER GREG BUCK, THIS HERE IS LT. MARTINI, THIS HERE IS FIREFIGHTER JOHN SHOT WITH HIS BABY BOY BOBBY, AND THIS HERE IS FIREFIGHTER CHRIS PICKFORD, WHICH WERE ALL WORKING ON SEPTEMBER 11TH, 2001."

VO

To deal with their personal tragedy, the men come together around this table to eat, talk, laugh, and cry. And it was at this table they sat to watch a video of students 750 miles away in Michigan who use the same word over and over to describe these men who risk their lives serving their community.

SOT- Michelle Kang-Pullen Elementary Student

YOU'RE OUR HEROES, THANK YOU FOR SAVING OUR COUNTRY.

Student - girl (too short to super)-

“YOU'RE MY HEROES.”

MOS student (again too short to super)

“YOU ARE GREAT HEROES.”

Noelle Goffnett-Pullen student

“YOU'RE A REAL BRAVE HERO. YOU ARE BRAVE, TRUSTWORTHY, NICE, GOOD. THANK YOU FOR HELPING ON SEPTEMBER 11TH, 2001.”

VO:

And while these everyday heroes try to go on with their lives, they are constantly reminded of all that was lost on September 11th.

SOT- Lt. Dennis Monohan

“YOU WALK UP TO ANYBODY, YOU KNOW, WERE YOU TOUCHED BY THE THING...AND SOMEBODY WILL TELL YOU A STORY ABOUT HOW THEY WERE TOUCHED ONE WAY OR ANOTHER...SOMEBODY THEY WORKED WITH AT ONE TIME, SOMEBODY WHO HAD A BROTHER OR A COUSIN...STUFF LIKE THAT. ITS JUST, THE TENTICLES OF THIS WHOLE THING JUST SPREAD OUT..ITS ITS INCOMPREHENSIBLE.”

VO:

Banners, posters, and cards sent from almost every state in the nation plaster churches and buildings throughout New York, and one thing is clear...cities big and small are united in expressing their heart-felt support for those who risked their lives to save the lives of others.

HELEN Waligora. NEW YORK.

Script 5

Street Racing

Blake Taylor, reporter
Dr. Philips High School; Orlando, FL

-- PKG --

VO - Blake Taylor

A late night, a lonely road. Perfect conditions for street racing. This scene has become increasingly common in cities and towns across the nation.

SOT Grant Belgram

"I have been racing for probably a year and a half and I do it for the adrenaline.

VOICE OVER (VO) Blake Taylor

Racers like these are a growing breed among America's teenagers. This is due in part to the low cost of compact sports cars and the abundance of aftermarket parts for them. It has come to the point where some new solution to the growing problem is needed.

SOT Grant Belgram - Racer

"A lot of times kids just met up in one area just showing off their cars and not racing, cops come and break it up, which is when the races actually do start."

VO

Due to the illegal and inherently dangerous nature of street racing it receives much negative attention. However, this bad reputation has also been given to people who are legally involved in showing their cars and sanctioned drag racing.

SOT Jonathan Nembhard, Racer

"Don't get it twisted like braids. This ain't Fast and the Furious. You know. This is a love, this scene. We don't go out their taking people pink slips or high jack, you know, freighter trucks. We do this for the love of the sport. We do this 'cause we like this. A lot of these cats here this is hard earned stuff. People work for to get.

SOT Mike Balog, Racer

"The street racing thing right now... I mean the cops are really strict and you know getting on everybody that are street racing. I mean they are trying to legalize it, kinda sorta, but it doesn't seem to be working. So I don't know what they are basically looking at it towards. I mean you got Bithlo to go race at right now that's the best place to go."

VO Blake Taylor

Local drag strips like this one in Bithlo, Florida are helping to quell the problem of street racing, providing a safe, controlled, and legal racing environment.

SOT: Nicholas Neuthold

“I guess if you’re gonna be doing street racing you might as well come and do it here; it’s safe and you don’t hit anybody. It’s a fabulous alternative.

SOT: Grant Belgram, Racer

“Yeah, I go out to Bithlo about once a month . . . maybe twice and I try to race out there. It’s just as fun but I think it would be way too hard to completely get rid of it. Two cars at a stop light . . . if they want to go, as long as there are no cops, they’ll go.”

VO

Blake Taylor Orlando, Florida.

Video: Night Racing

Script 6

Teen Sheriff

Teenager Runs for County Sheriff

Slug: Teen Sheriff

Runs: 1:52

Reporter: Dustin Grove

Photographer/Editor: Scott Hums

Suggested Anchor Lead-in: Nationwide, fewer and fewer people are turning out to vote at primary elections. And young people rarely vote at all. So one Indiana teenager is doing something about that – in a way not too many of his peers have ever tried before. Here’s reporter Dustin Grove.

(NAT) BELL RINGING/JUSTIN LEAVING FOR HIS LOCKER

VO

At first glance – Justin Ruetz is just like any other high school senior.

(NAT) What up Jeffy? What’s up Ruetz?

VO

Looking forward to graduation . . .

SOT Justin Ruetz/Teen for Sheriff:

“I’m headed to Milligan college . . . it’s in Tennessee.”

VO

Looking forward to the future.

SOT Justin Ruetz/Teen for Sheriff:

“Really hoping to play soccer there.”

Dustin Grove/CNN Student News: (Standup)

But before all that, if all goes according to plan, Justin’s future might include time here . . . at the Hamilton County Jail . . . only not BEHIND the bars.

SOT Justin Ruetz/Teen for Sheriff:

“I’m running for Hamilton County Sheriff basically because I want to raise young voter awareness.”

VO

Barely 18, no law enforcement experience, not even a high school graduate yet. And Justin Ruetz is on the primary ballot for sheriff of one of Indiana’s fastest growing counties.

SOT Justin Ruetz/Teen for Sheriff:

“Hopefully the young voters will take interest and come out and vote because of this.”

VO

Not exactly the way MOST would do it.

SOT Lynn Richardson/Election Administrator:

“There are other ways of doing this . . . like working at the poll, working on a campaign.”

SOT Justin Ruetz/Teen for Sheriff:

“I thought this would be a way in which other 18-year-olds would pay attention and take part in the election.”

VO

Voter turnout HAS been down lately.

SOT Lynn Richardson/Election Administrator:

“Countywide it was 18%. That’s pretty low. That’s low.”

Q&A with Justin Ruetz/Teen for Sheriff:

Grove: Do you think it’s gonna work?

Ruetz: So far it has. From everybody at high school at least.

(NAT)

“When’s the election? May Eighth.”

VO

But from the public . . .

SOT Pat Reynolds/Voter Registration Official:

“I’m not sure he realizes just what he’s getting himself into.”

Q&A with Justin Ruetz/Teen for Sheriff:

Grove: “So I gotta ask ya . . . do you think you’re gonna win?”

Ruetz: “I almost hope I don’t have a chance at winning. (laughs) I hope kids take an interest and vote for the candidate who’s best qualified . . .”

VO

And if he DOES become the new sheriff in town?

SOT Justin Ruetz/Teen for Sheriff:

(laughs) I don’t know. Ill decide that if and when the time comes. But I really don’t expect that.

VO

Either way – it’s one for the record books. Dustin Grove – Carmel Indiana.

Script 7

Gene Kranz

Slug: Gene Kranz (script 7)

Reporter: Sir Black

Yates High School, Houston TX

Anchor intro: April eleventh marks the thirty-second anniversary of the launch of NASA's Apollo 13, America's third attempt to land men on the moon after the successful landings of Apollo 11 and 12. But, 205,000 miles from earth Mission Control heard the words "Houston we have had a problem" and was in the position of having three astronauts stranded in a crippled spacecraft. This event transfixed the world at the time. Sir Black explains the odyssey of Apollo 13 and the remarkable never surrender attitude of NASA's mission control.

-- PKG Begins --

VO-Sir Black

(NASA file footage, April 1970)

"Failure is not an option" is a bold and inspiring statement that accurately reflects the attitude of NASA's Mission Control. Former Director of Flight Operations Gene Kranz defines what this means

SOT -- Gene Kranz

"You have to establish a frame of mind, that is absolutely positive; one that can't be defeated. And the best way to express that I-will-never-surrender attitude, is failure is not an option."

VO -- Sir Black

It is also the name of his book in which he describes his experiences as an assistant flight director during project Mercury, America's first success in placing a man in orbit. Kranz moved into the flight director's role during NASA's Gemini missions where NASA perfected long duration space flight, dockings and rendezvous.

VO

(Courtesy NASA file footage, July 1979)

He also led the landing phase of the Apollo 11 mission in which astronaut Neil Armstrong became the first man to walk on the moon.

But Gene Kranz is best known for the Apollo 13 mission (Courtesy NASA file footage April 1970) in which he and NASA's Mission Control helped safely bring back three U.S. astronauts from near death after an explosion of an oxygen tank on their spacecraft. Once the explosion had occurred many critical decisions had to be made, Kranz explains how the decision to return the astronauts to earth was made.

SOT - Gene Kranz

“I had two options to get the astronauts back to earth, one if we jettisoned the lunar module and use the big engine we could come in front of the moon and be home in thirty hours, the other option was to go completely around the moon and it would take five days to get home with only two days of electrical power, with nothing but a gut feeling”

VO -- Sir Black

(Courtesy NASA file footage, April 1970)

The decision to go around the moon was made by Kranz and it proved to be the right one. This never surrender attitude of Gene Kranz and NASA's Mission Control is illustrated in the Ron Howard Film Apollo 13 as actor Ed Harris portrays Kranz.

SOT -- Ed Harris

“Apollo 13” Courtesy Imagine Entertainment and MCA Universal

“I want this mark all the way back to earth with time to spare. We never lost an American in space. We're sure as hell not going to lose one on my watch. Failure is not an option”

Stand-up / Sir Black - Houston, TX

The motto lives on with NASA today as they continue to explore the final frontier with the Space Shuttle and the International Space Station, Sir Black, Houston, TX.

Script 8

Taiko

Slug: Taiko

Jessica Chang (email address)

University of Southern California; Los Angeles

(two-sided script sample)

Video	Audio
	{-----ANCHOR LEAD IN-----}
TAKE PKG	MUSIC AND ART ARE FORMS OF EXPRESSION FOR MANY PEOPLE.
CG LOCATOR: NORWALK, CA	JESSICA CHANG TELLS US ABOUT AN ANCIENT JAPANESE INSTRUMENT THAT IS GAINING POPULARITY AROUND THE WORLD.
TRACK	{-----TAKE PKG-----}
	Nat pop montage
	VO
TRACK	THERE'S MUCH MORE TO THESE DRUMS THAN THE BOOMING SOUNDS THEY MAKE. (Nat pop - group kiai)
NAT POP	
TRACK	VO
	THIS IS TAIKO...IT WAS ORIGINALLY USED IN THE 1400'S IN JAPAN TO INTIMIDATE ENEMIES ON THE BATTLEFIELD. (Nat pop - yell)
SOT	
CG: Carol Kusumi	
Hikari Taiko Performer	VO
:32	AND NOW, SEVERAL HUNDRED YEARS LATER, IT'S CONSIDERED AN ART FORM.
TRACK	FOR THE MEMBERS OF HIKARI TAIKO, PLAYING THESE DRUMS HAS BECOME A PASSION.
SOT	SOT - Carol Kusumi-Hikari Taiko Performer
CG: Mary Jane Mayeda	"It gets into your soul and you just feel it and it becomes part of you. There's times where you don't want to play and you get in and you start playing and it starts lifting up your spirits and making you feel good."
Hikari Taiko Artistic Director	
:52	
STAND UP	VO
CG: Jessica Chang	BEHIND ALL THE DRUM BEATS, ARM MOVEMENTS, AND CHOREOGRAPHY, THERE'S A STORY.
Los Angeles	
1:19	

Video	Audio
SOT CG: Bonnie Gorsic Hikari Taiko Performer 1:27	SOT – Mary Jane Mayeda Hikari Taiko Artistic Director “Yamabiko – it tells a story about a drought in a small village in Japan that they had. They were starving for four years and finally the gods heard their prayers... So they paid homage to their gods before their majestic mountain and had a big celebration.”
TRACK TRT 1:56 ON CAM	SU – Jessica Chang “Hikari Taiko is open to people of all ethnic backgrounds. This diversity is reflected in the sounds these drums make and its widespread appeal around the world.” VO [This is attribution of a primary source] MARY JANE SAYS THERE ARE AT LEAST A HUNDRED TAIKO GROUPS IN THE UNITED STATES AND OVER 6 THOUSAND IN JAPAN. SOT – Bonnie Gorsic Hikari Taiko Performance “In our group, we are multi-cultural – we have Hispanic folks, we have Caucasians like myself, we have Japanese folks, and Chinese folks in our group. At first I kind of felt out of place – I’m not Asian, I’m not Japanese and maybe I don’t really fit here. But as I stayed more and more, there are a lot of people who are very accepting.” VO HIKARI MEANS ILLUMINATION IN JAPANESE. AND SINCE THE GROUP WAS FOUNDED IN 1978, THE MEMBERS OF HIKARI TAIKO HOPE THEY CAN SPREAD SUNSHINE INTO PEOPLE’S LIVES. JESSICA CHANG. {-----ANCHOR TAG-----} TO FIND OUT MORE ABOUT HIKARI TAIKO AND OTHER TAIKO GROUPS, LOG ON TO WWW DOT T-A-I-K-O DOT COM.

Script 9

College Survey

College freshman survey – video script
Thanh Tan (email address)
University of Los Angeles, LA Calif.

SUGGESTED ANCHOR LEAD-IN: The results of the 35th Annual College Freshman Survey reflect the social behaviors of over 400,000 incoming freshmen from more than 700 colleges and universities in the nation. Conducted since 1966, the Annual Freshman Survey is a joint project between the American Council on Education and UCLA's Education Research Institute. Thanh Tan reports on the latest results.

SCRIPT BEGINS:

MOS (man on the street) Student soundbites

Student #1 -- "NETWORKING"

Student #2 -- "CREDENTIALS"

Student #3 -- "IT ALL IT COMES DOWN TO MONEY."

VO -- [contains secondary source attribution]

Money isn't the only concern for incoming freshmen from over 700 universities who participated in the study. Results show that they're smoking less, and drug use and drinking are down. They're now more likely to oppose the death penalty and they are showing more support for gay rights.

(freshmen, fraternity party footage, death penalty footage, gay rights footage) close up)

The annual study is conducted by the American Council on Education and UCLA'S Education Research Institute.

(B-roll: UCLA sign)

VO [primary source]

Survey director Linda Sax says the biggest change this year is that students are reluctant to get involved.

(b-roll: linda sax @ computer)

SOT: (Linda Sax, Study Author) [This is attribution of a primary source]

"I would say the biggest trend that we've talked about mostly is political disengagement and academic disengagement."

VO: [secondary source]

The survey shows a record low interest in politics. In contrast to the activism of their parent's generation in the nineteen sixties, back then sixty percent of students kept up with political affairs. Today, that number has decreased to less than thirty percent.

(b-roll: close up of official survey result pamphlet, bush speech, clinton footage)

MOS: (man on the street interviews) - student

"We're kids...we don't care about politics."

Stand up -

Thanh Tân; Los Angeles

"Just how uninformed are they? Try asking some freshmen about a major current event such as who the new attorney general is." (hold up newspaper with John Ashcroft headline)

Back to Back MOSs (man on the street interviews):

#1 -- "Attorney general? . . . I don't."

#2 -- "Uuuuhh...no, I could not tell you."

#3 -- "Uuuuhh.... No."

#4 -- "Some guy, I heard it on the news."

#5 -- "John Ashcroft"

VO: [This is attribution of a secondary source]

On the plus side, statistics show that students are getting better grades than ever. The number of students with "a" averages has tripled in the last 35 years.

(b-roll: leavey computer center, students studying)

SOT: (Linda Sax, Study Author) [This is attribution of a primary source]

"...at the same time, we are finding that students spend less time studying, they're often more bored in class and other indicators of academic involvement are down- it's likely they are spending less time invested in their studies but getting better grades."

MOS:

"I think people study too much."

"I study for one hour."

"I don't think people are getting smarter, we just have better technology."

SOT: (Linda Sax) [Attribution of a primary source]

"We know that students are busy. We're not blind to the fact that part of the reason they are becoming disinterested in politics or disinterested in their studies is because they've got a lot of other responsibilities- they have to work often to take care of their families and put themselves through school- so I think what we're seeing is this overextended student."

VO

“From Los Angeles, Thanh Tan reporting.” [This is an incorrect sig-out]

“Thanh Tan. Los Angeles” [This is a correct sig-out]

(B-roll: campus shot)

Script 10

Mandi Tribe

Mandi Tribe

Reporter: Jillian Loveland (email address)
American International School – Bangladesh
Teacher adviser and email: xxxx

ANCHOR LEAD IN: Bangladesh is an almost uniformly Islamic Bengali nation, but tucked away in the far corners of rice patties and monsoon forests there exists a small minority of Christian tribals. The Mandi, who live primarily in the forests of northern Bangladesh in the Mymensingh and Tangail districts, are one of these such tribes. Here's a closer look from Jillian Loveland.

PKG BEGINS

REPORTER: Jillian Loveland

VO- JILLIAN LOVELAND:

This is a world of rice patties, mud-brick houses, and monsoon forests. This is the world of the Mandi. The Mandi are a matrilineal tribe in northern Bangladesh struggling to maintain their identity as a Christian tribal minority in a largely Islamic Bengali nation.

(B-roll Mandi people, man walking in rice patties, mud-brick house, women and children walking on road)

VO - JILLIAN LOVELAND: [primary source]

Father Eugene Horich has lived with the Mandi since 1958, spreading education, nutrition, and sanitation through the Catholic Church.

(B-roll – Mass)

SOT – Father Eugene Horich [primary source]

Pirgacha Catholic Mission

“The women are very strong. And, of course, because of this the family is educated, there’s 85% literacy in the parish because of this.”

(B-roll: Mandi women, woman speaking in church, working in field with child)

SOT - Horich

“The churches, the schools, development--everything is run mostly by the women teachers. They’re real leaders in our society.”

(B-roll - Mandi culture shots, singing during church service, boy playing traditional drum, girl singing Mandi songs while wearing traditional dress)

VO -- JILLIAN LOVELAND: [from primary source]

The Catholic church has aided in preserving the Mandi culture by including traditional music in church services and supporting Mandi cultural programs.

(B-roll: village, rice patties, market place)

VO -- JILLIAN LOVELAND: [from secondary and primary sources]

However, due to limited economic opportunities, many Mandi are forced to leave their quiet village homes to find work in the busy city of Dhaka.

(B-roll – Mandi working in Dhakar)

VO -- JILLIAN LOVELAND: [from secondary, primary sources, direct observation]

They often find jobs as office workers, janitors, gardeners, gate guards, or domestic servants in the homes of the wealthy.

(B-roll - weaving, woman working at loom, woman and child spinning thread)

VO - JILLIAN LOVELAND: [secondary & primary source]

Traditionally, women wove cloth only for their families, but now weaving is used more often as a commercial venture.

SOT Lippy Chishim

Handcraft shop worker

Dhaka

“We decided to make the handicraft shop for the people--for the poor people--because we created the markets for them. We formed the groups here in the village and then take it from them.”

(B-roll – inside shop)

STAND UP, JILLIAN LOVELAND: -- [secondary source]

Dhaka, Bangladesh

Despite the fact that the Mandi have inhabited the region for hundreds of years, the Bangladeshi government has recently passed legislation stating that the Mandi can no longer cultivate their own land, claiming it as property of the Forestry Department. But even if the Mandi are forced to leave Madhupur, they are continually finding ways to retain their cultural heritage, no matter where their geographic location.

Jillian Loveland, Pirgacha, Bangladesh.

Script 11

Diabetes

“Children with Adult-type Diabetes”

TRT: 2:07

By Sarah Barrett

University of North Carolina; Chapel Hill

SUGGESTED ANCHOR LEAD-IN?: Students may think they’re too young to get an adult disease. Well... they should think again. Sarah Barrett reports on the rise of adult-onset diabetes in minors.

(SCRIPT BEGINS):

VO

MOST KIDS CAN'T WAIT TO GROW UP... BUT FOR NIGEL ESTICK-- coming of age CAME WAY TOO FAST.

(nat snd)

SOT

Dr. Holly Schachner

Naomi Berrie Diabetes Center

“You taking insulin? umhm. How much insulin are you taking?”

VO

AT AGE 15, HE WAS DIAGNOSED WITH TYPE 2 DIABETES- A DISEASE COMMONLY KNOWN AS ADULT ONSET DIABETES.

SOT

Nigel Estick

Type 2 Diabetic Patient

“I’ve heard about diabetes before but I basically thought-- it’s an old people disease, something my grandmother will probably have. What teenager gets diabetes?”

Stand-up

Sarah Barrett

Atlanta, Georgia

VO

RECENT STUDIES SHOW THAT TYPE 2 DIABETES IS ON THE RISE AMONG AMERICAN CHILDREN. IN FACT, OVER THE LAST 10 YEARS THERE HAS BEEN A FIVE FOLD INCREASE IN REPORTED CASES. DOCTOR'S ARE BLAMING LIFESTYLE CHANGES...

SOT

Dr. William Dietz
Center for Disease Control

“These include increased reliance on foods consumed outside the home, increased rates of skipping breakfast, increased consumption of soft drinks, fast foods, reduction of PE in schools.”

VO

KIDS MUST BEGIN LEARNING HOW TO CHANGE THEIR LIFESTYLE- JUST as NIGEL HAS...

SOT

“I have to check labels, check my calorie intake, my carbohydrate intake, so basically I can still be like the other guys but I have to watch what I eat and try and do what I have to do as a diabetic”

VO

OVER THEIR LIFETIMES, DIABETICS ARE AT AN INCREASED RISK OF CERTAIN PROBLEMS INCLUDING: KIDNEY FAILURE, HEART DISEASE, EYE COMPLICATIONS AND NERVE DEGENERATION IN THE ARMS AND LEGS. THESE CONDITIONS CAN BE AVOIDED BY EXERCISING AND LOSING WEIGHT.

SOT

Dr. Robin Goland
Naomi Berrie Diabetes Center

“Often a child with type 2 diabetes needs to follow a reasonable diet plan, needs to focus on reducing inactivity, less time doing sedentary things, more time playing outside.”

VO

NIGEL is in shape now -- but he UNDERSTANDS NO MATTER WHAT HE DOES, HE WILL ALWAYS HAVE ADULT ONSET DIABETES.

HE DOES HAVE SOME grown up ADVICE FOR HIS PEERS... to stay away from junk food and stay fit.

(TAG)

Script 12

Food Allergies

SLUG: FOOD ALLERGIES

AUTHOR: ELIZABETH Balcolm FULK

SCHOOL: Duke University; Durham, NC; Medical Unit intern

SUGGESTED ANCHOR LEAD: Seasonal allergies are commonplace right now. But there's another form of allergies that many parents do not think about where their children are concerned. Studies indicate the number of children affected by food allergies is on the rise. One bite of the wrong food . . .

Elizabeth Fulk reports.

NAT OPEN

VO

SIXTEEN-YEAR-OLD TIM DEES HAS BEEN SEVERELY ALLERGIC TO MILK FOR AS LONG AS HE CAN REMEMBER.

SOT

Tim Dees. Age 16
Allergy Sufferer

"it's not fun. You just really have no control of your breathing. You're just frantic and feel really awful."

VO

TIM IS NOT ALONE. THE FOOD ALLERGY NETWORK, A NATIONAL RESEARCH GROUP, REPORTS AN INCREASE IN FOOD ALLERGIES AMONG CHILDREN.

(GRAPHICS)

(bullets listing each food)

VO

ALLERGIST DR. MORTON GALINA SAYS THE INCREASE COULD BE CAUSED BY GREATER EXPOSURE TO FOODS CHILDREN CONSUME LIKE MILK AND PEANUTS, BEFORE THEIR IMMUNE SYSTEMS FULLY DEVELOP.

SOT

Dr. Morton Galina
Atlanta Allergy and Asthma Clinic

"One factor is that when the child is born their intestinal tract is immature, so it permits transport of these allergies readily into the system."

VO

MEDICAL REPORTS SHOW THAT APPROXIMATELY 90% OF ALL FOOD ALLERGIES ARE CAUSED BY ONLY 8 FOODS.

(GRX)

VO

THESE INCLUDE: MILK, EGGS, FISH, SHELLFISH, SOY, WHEAT, TREE NUTS AND PEANUTS

VO

ALLERGY MEDICATIONS HELP MANY YOUNGSTERS COPE. DOCTORS RECOMMEND EPINEPHRINE, A DRUG THAT PATIENTS CAN CARRY WITH THEM AT ALL TIMES.

THE SHOT IS EASY TO ADMINISTER AND ALLOWS MORE TIME TO GET TO THE HOSPITAL DURING A REACTION.

STAND-UP Elizabeth Fulk

A RECENT STUDY IN THE JOURNAL OF PEDIATRICS FOUND THAT YOUNG PEOPLE WITH FOOD ALLERGIES OFTEN DO NOT KNOW HOW TO PROPERLY ADMINISTER AN EPIPEN SHOT. SOME OF THEM ARE NOT EVEN AWARE THAT THE MEDICINE ITSELF HAS EXPIRED.

VO

HOWEVER, MORE AND MORE INSTITUTIONS ARE RECOGNIZING AND RESPONDING TO THE SERIOUSNESS OF FOOD ALLERGIES.

FOR EXAMPLE, MANY AIRLINES NOW DESIGNATE SEATING AREAS ON FLIGHTS WHERE NO PEANUTS ARE SERVED, CALLED "BUFFER ZONES."

AND MANY PRESCHOOLS, SUCH AS CRÈME DE LA CRÈME IN ATLANTA, HAVE BANNED PEANUTS FROM THEIR CAFETERIAS ALTOGETHER.

SOT

Debbie Dermer
Executive Director, Creme de la Creme Preschool

"There was one child that had a reaction at Creme, and it was frightening enough that we realized as a collective group we really needed to become peanut free."

VO

THAT'S GOOD NEWS FOR CRÈME DE LA CRÈME STUDENT ANNA KAMPFE. THE THREE-YEAR-OLD ALSO HAS SEVERE REACTIONS TO PEANUTS, SO THE SCHOOL POLICY AGAINST PEANUTS IS A RELIEF TO HER PARENTS. (Anna Kampfe eating)

SOT Jill Kampfe

Parent of Child at Creme de la Crème

"it's just so scary you know to just wonder what if by some chance she eats some kid's cheese crackers or ritz crackers with peanut butter or whatever, and here we have a little bit of peace of mind because they are peanut free."

VO (GRX)

DOCTORS OFFER THESE RECOMMENDATIONS:

- ALWAYS CARRY AN UP-TO-DATE EPIPEN.
- CAREFULLY READ LABELS ON PACKAGING
- AND WHEN DINING OUT, ALWAYS INQUIRE ABOUT A DISH'S INGREDIENTS.

VO

TIM'S MOM, SALLY DEES, SAYS ONE CAN NEVER BE TOO CAREFUL WHEN IT COMES TO FOOD ALLERGIES.

SOT

TIM'S MOTHER

“So you're looking out for yourself, you're looking out for others, you're looking out for manufacturers. You just have to be really careful.”

VO

DOCTORS SAY STUDIES ARE UNDERWAY IN HOPES OF DISCOVERING A CURE FOR FOOD ALLERGIES, BUT A BREAKTHROUGH COULD BE FAR AWAY.

UNTIL THEN, STUDENTS LIKE TIM SIMPLY MUST EXERCISE EXTRA CAUTION AT EVERY MEAL. (Tim at refrig. in kitchen with mom)

ELIZABETH FULK, ATLANTA.

Script 13

The Sundarbans

Sundarbans

By Sadiq Islam

Bangladesh International School; Dhaka, Bangladesh

Adviser: Donna Spisso

SUGGESTED ANCHOR LEAD: Bangladesh is a South Asian country sandwiched between India and Myanmar. Filled with natural resources, rivers and forests, it is also the home of the endangered Royal Bengal tiger which makes its home in the Sundarbans. Unfortunately, the Sundarbans is being threatened by a number of factors. Will it survive the human impact and environmental factors? There is no answer to that yet, but organizations like UNESCO are trying to preserve this World Heritage Site for the future. Sadiq Islam of Dhaka, Bangladesh takes a closer look at the problems facing the Sundarbans.

PKG begins:

VO

Sadiq Islam

Bangladesh normally brings to mind images of overpopulation, poverty, floods and general strikes. Few realize that this is also the home of the world's largest mangrove forest, the Sundarbans.

SOT

00:22:20

Mohammad Razzaq, Fisherman

(translation): "The fish are dying. The water level goes up, and the fish die."

VO

Fishing and tourism are ruining the natural equilibrium of the Sunderbans

SOT

00:32:00

Mark Mozena, age 17

"When I was there, a boat ran by and just dumped their garbage in the water. People just don't care."

VO

Deforestation is robbing the Bengal tigers of their largest natural habitat.

VO

With the tiger population down to an estimated 200-250 and insufficient effort to research it, the fate of the tiger is uncertain.

SOT

00:49:25

Tessa McGregor, Biologist

“It’s neither bleak nor bright, it’s a complex future, it’s got a lot of problems to, to be overcome, in the near future, and it’s still a very big forest. . . if you give up hope, then there, then there is no future, and I hope that the future of the Sundarbans will be bright for the tiger and for the people.”

Sadiq Islam. The Sundarbans, Bangladesh

Script 14

Senior Girl Scouts

Slug: Sr. Girl Scouts
Reporter: Nicole Brady (email contact)
University of Colorado – Boulder

Suggested Anchor lead: HAVE YOU EVER WONDERED WHAT GIRL SCOUTS DO WHEN THEY'RE NOT SELLING COOKIES? SOME OF THEM ARE OLDER GIRLS IN HIGH SCHOOL, SO IT'S A LOT MORE THAN YOU MAY THINK. NICOLE BRADY SHOWS US HOW THESE SCOUTS KEEP BUSY ALL YEAR LONG.

-- PKG BEGINS --

NATSOT

“Would you like to buy some girl scout cookies?”

VO

BROWNIES SELLING COOKIES. THAT'S HOW MOST PEOPLE PICTURE GIRL SCOUTS. BUT PICTURE THIS. YOUNG WOMEN, SETTING ASIDE THEIR TIME, AND SETTING AN EXAMPLE FOR UP AND COMING SCOUTS.

VO

HIGH SCHOOL STUDENTS, LIKE THOSE IN TROOP 7, MAKE UP ONLY 10 PERCENT OF THE MILE HIGH COUNCIL.

VO

NOT ALL SCOUTS MAKE IT TO SENIOR STATUS, BUT THOSE THAT DO SAY IT'S WORTH THE WORK.

SOT Kristin Bialick:

“We get a lot more freedom and responsibility. Instead of having things organized for us, we get to organize it.”

VO

THEIR BIGGEST EVENT SO FAR... AUSTRALIA NIGHT.

VO

TROOP 7 WILL TRAVEL TO AUSTRALIA THIS SUMMER. AND SINCE THE YOUNGER GIRLS CAN'T GO ON THE BIG TRIPS, THE OLDER GIRLS ARE DETERMINED TO BRING SOME OF THE OUTBACK TO THE MAINLAND.

VO

THE HARD WORK HAS PAID OFF, AND EVERYONE IS GETTING OUT OF IT WHAT THEY PUT INTO IT.

REPORTER'S STAND UP:

“For the younger girls, it’s all fun and games. But the older girls say it can be hard to balance Girl Scouts with other activities, like school.

SOT Kate Morley:

“It takes some scheduling, and a little late homework, but it's not bad.”

SOT Sarah Walker:

“A lot of girls during the sports seasons don't come to all the meetings.”

SOT Meghan Gebauer:

“Basically you get to pick and choose which activities interest you most, or what you have time for”

VO

LUCKILY THEIR TROOP LEADERS UNDERSTAND.

SOT Lezlie Wright:

“It shouldn't be a job, or a huge commitment, or even that serious, but a social safe place where you can just be yourself.”

VO

AND FOR THESE GIRLS, IT'S ABOUT MORE THAN JUST COOKIES.

NICOLE BRADY, BOULDER COLORADO

Script 15

The Lost Vote

“The Lost Vote”

Leah Vermeer

Lakewood High School; St. Petersburg, FL

Suggested anchor leadin: (unavailable)

Pkg begins:

V/O-

In the past, young Americans fought for suffrage, but recently, the turnout among young registered voters has declined significantly.

SOT Clark-

The older voters are still consistently 60 to 70 percent in certain age groups, but for the younger voters, it's sometimes as low as 3% for their age groups.

Standup-

Many factors have discouraged young adults from voting. Some feel that the candidates are simply out of touch with their concerns, while others are generally frustrated with the entire process.

SOT Amy-

you've just seen so many things out there that the candidates say they're going to do and you just don't see any of it happening, so I guess I don't want to vote until I see a change in the world and I see something happening.

SOT Christian-

they're not intimate enough to understand what the youth needs to hear.

SOT Christian-

I think the media is somewhat trying to get the youth to vote more now than they used to, but as for the candidates, they are focusing somewhat but not enough on the youth.

SOT Amy-

No, I don't think they care about my vote, I don't think they care about that, the candidates, no.

V/O-

Not all young people are discouraged by the process, some feel obligated to vote.

SOT Christian-

I believe that you can make just as much of a statement by not voting as you can by voting, but I feel that I should vote... because I think that every vote can make a difference.

SOT Clark-

I think we need to make more of an effort to reach these young people, and help them understand why it's so important to get involved in the voting process and the voter registration process.

V/O-

Many young adults voice their political opinions by staying home on election day, and some simply don't care; but very few are making their statement at the polls. Leah Vermeer, St. Petersburg, Florida.

Script 16

Garfield

Jim Davis profile
Gerrad Hall, reporter
Ball State University; Muncie, IN

SCRIPT:

{VO}

[B-roll of individual products, Emmy's, other awards, pan of room with products]

vo

Stuffed animals, ties, clothes, books... and Emmy Awards? This room was beginning to look like that of a child's, but the many awards remind us that this is the home of AWS incorporated.

Just on the outskirts of Muncie, Indiana sits the home of Garfield, Odie, and their friends... recognized worldwide by millions. But how did they become so famous?

The man behind the cat says the answer goes back 22 years.

(Courtesy)

{SOT}

"I took a long hard look at the comics and I noticed dogs doing very well... Snoopy, Marmaduke, Fred Bassett, Belvedere -- and no cats at that time -- so I felt that, if dog lovers like dog strips, surely cat lovers would like to see a cat out there . . . I started with John and Garfield, basically, for several months. Then after about 3 months, I had Lyman and Odie move in. Lyman is a friend of John's who moved in with a dog. I introduced Lyman to the strip because I wanted to give John someone to talk to since John and Garfield can't physically visit with one another. Well, what I didn't realize at the time was how well John and Garfield could communicate -- non-verbally -- but they could certainly communicate and I didn't need Lyman anymore, so... actually, it's been a mistake... I let Lyman fade away."

{VO}

So what about those names? Contrary to what many believe, Garfield is NOT named after the former U-S president.

[Pictures of grandfather, Davis with grandfather if possible; John, and Odie in animated feature or strip]

{SOT}

“Garfield was my grandfather's name, James A. Garfield Davis - large cantankerous man, and the name seemed to fit the personality. John Arbuckle, Garfield's owner, was an inside joke. It was from an old coffee commercial in the '50s... Odie, the dog, was another inside joke. [Back to Davis] I had done a commercial for the Oldsmobile-Cadillac dealer here -I'd written radio commercials for years - and one day, I'd used the gag ‘Odie, the town idiot.’”

[Show bug strip, back to Garfield strip]

{VO}

But going back to his start in the career, Davis says bugs were his first comic strip. After that, he developed Garfield and has come to establish the largest comic in the world.

[Davis interacting with people in art department]

{SOT}

“When I write... it's like watching a T-V set... I put Garfield in situations 'til he does something funny, then I back it up three frames and I cut it off.”

[Video of pictures in gallery]

{VO}

There's one old saying that, over time, pets and their owners sometimes take on each other's characteristics. And Davis agrees... but not 100 percent.

[Davis]

{SOT}

“I'm a little bit Garfield. I love lasagna, I occasionally take a cat nap, I don't do jogging - that's sort of a sweaty and boring proposition – but on the other hand, I love Monday's, I'm an optimist, Garfield is the opposite there... I'm probably 30 percent Garfield.”

[Show montage of papers, clips from G & F]

VO

In the 20 plus years of Davis's creation, Garfield has appeared in 111 countries, 28 languages, 13 T-V specials, and seven years of the C-B-S series “Garfield and Friends.” And Garfield's future is looking up as well.

[Cut to website, browsing, showing “bells and whistles,” etc.]

{SOT}

“We're very busy right now with the internet, obviously, our website's been doing very well. We get about a million individual visits a month, and we're busy adding new bells and whistles to that site and looking at our opportunities... hopefully, too, we get an opportunity to do an amusement park, and that'll add a whole new facet to the entertainment program... seeing him sing and dance, you know, being represented

in attractions and things like that.”

{VO}

But no matter how high tech the world becomes, one thing will remain the same with Davis and Garfield.

{DAVIS SOT}

“Garfield's only reason to be is to make people laugh... to make them feel better.”

{VO}

Gerrad Hall... Muncie, Indiana.

Script 17

Super Show Sports Shoes

“Super Show Shoes”

Student Reporter: Sharonda Hunter

Editor: Lajuana Collins

Camera: Will Nothacker, Lajuana Collins

Video

Audio

CREATE continuity with sequences in Athletes' Foot store. Chose different shots and sound if necessary

NATSOT #1/ 00:22:30

“LET'S SEE THE PRICE. ONE HUNDRED AND NINETEEN DOLLARS. (LAUGHS)”

VO

Who taught us that sports shoes make the young person's wardrobe?

BLACK GUY MOS #1/40:13

BASICALLY, I LOOK FOR THE STYLE AND WHETHER IT MATCHES MY CLOTHES.

WHITE GUY MOS #1/ 35:47

IF IT LOOKS GOOD AND IT GETS THE JOB DONE THEN I'LL GET IT.

WHITEGUY MOS #1/36:35

I LIKE ADIDAS.

GROUP MOS #1/ 01:26:20

GUY: “I LIKE NIKE”

VO

Advertisers?

NATSOT

CELEBRITIES AND FOOTBALL PLAYERS HELP OUT.

Girls joking around finding shoes

VO

Our best friends? – The message has set in – Shoes can make or break your style.

BLACK GUY MOS #1/40:13

BASICALLY, I LOOK FOR THE STYLE AND WHETHER IT MATCHES MY CLOTHES.

WHITE GUY MOS #1/ 35:47

IF IT LOOKS GOOD AND IT GETS THE JOB DONE THEN I LIKE IT.

Video	Audio
Athlete foots salesman helping lady try on shoe.	VO The Athlete’s Foot is the leader in retail athletic footwear franchises at a time when the sporting goods industry is seeing a decline in sales. Bob Corless watches the trends for his business.
*cg name3 Bob Corliss CEO/President The Athlete’s Foot	BOB CORLISS SOT #3/14:38 THE TEENAGE POPULATION IS CLEARLY THE LARGEST FOR ATHLETIC FOOTWEAR MARKETERS, BRANDS AND REATILERS LIKE US. (EDIT) #3/09:10
(super show jump rope contest)	NOT ONLY FOR THE FACT THAT THEY ARE MORE ACTIVELY INVOLVED IN SPORTS. BUT IT’S A FASHION ITEM FOR MANY OF THE KIDS. VO Fashion was certainly a push at this year’s sports Super Show in Atlanta – an exhibit of everything from sunglasses to sports shoes.
*cg name3 Mike May Sporting Goods Manufacturers Assoc.	MIKE MAY SOT #4/04:58:39 THE SUPER SHOW IS THE BIRTH PLACE OF THOUSANDS OF NEW PRODUCTS A YEAR.
#4/ 04:59:10 Mike walking shot	VO Mike May is one of the organizers. (EDIT)
PUMA lady showing clothes and shoes	MIKE MAY SOT #4/ 04:54:09 WE’RE SEEING INNOVATIONS IN ALL THREE MAJOR CATEGORIES, EQUIPMENT, SPORTS APPAREL AND ATHLETIC FOOTWEAR. WE NEED A SNEAKER THAT’S ORE LIGHT THE LIGHT WEIGHT MORE, MORE ATTRACTIVE AND WILL GIVE YOU THE PEFORMANCE QUALITIES. . . .
*cg name2 Sharonda Hunter Atlanta, GA	REPORTER SU #2A/03:39:48 MANFACTURERS AND CONSUMERS BOTH AGREE THAT STYLE DOES MATTER ANDSO DOES PERFORANCE. WHAT’S LIKELY TO BE HOT FIRST APPEARS HERE AT THE SUPER SHOW.
*cg name3 Mark Tedeschi Footwear Editor “Sporting Goods Business	“TEDESEHI SOT #4/05:0:20 OR 05:01:10 I THINK THE BIG THING IS THEY WILL BE TAKING SOME RETRO STYLES AND THEY’RE BRINGING THEM BACK AND GIVING THEM SOME NEW COLOR AND EXCITEMENT THAT THEY REALLY HAVENT’ SEEN IN YEARS
Walking with sharonda	VO Sports writer Mark Tedeschi has been coming to the show for 10 years. He says sports marketers try very hard to guess what the young market is going to like.
Mark showing retro shoe #4/ 05:12:31	

Video	Audio
Tedeschi with orange shoe	<p>TEDESCHI #4/05:14:20</p> <p>THIS IS A SHOE NOW THAT HAS BEEN SEEDED INTO THE MARKET PLACE THAT'S STARTING OFF IN A LOT OF INNER-CITY, HIP-HOP TYPE OF SHOPS.</p>
Blue shoe	<p>TEDESKHI #4/ 05:14:54</p> <p>THIS IS BUILT FOR THE HARD CORE RUNNER WHO IS GONNA BE RUNNING THREE TO FIVE TIMES A WEEK. IT'S PRICED AT \$85-DOLLARS AND UP.</p>
Tedeschi NATSOT #4/ 05:06:15	<p>MARK TEDESCHI #4/05:06:15</p> <p>IN THE END, IT IS GOING TO BE DECIDED BY THE PUBLIC, WHAT THE MANUFACTURERS WILL BE OFFERING, BUT IF THE PUBLIC DOESN'T BUY IT THEN THAT SHOE IS GONE. BUT IF THE PUBLIC DOES BUY IT, THAN THEY ARE GOING TO EVOLVE THAT SHOE THE NEXT YEAR.</p>
Brown shoe B-roll	<p>VO</p> <p>Economically, athletic footwear lost ground in 1998 and 1999. Sales are expected to be sluggish again this year. insiders say that's largely due to the popularity of the so-called "brown shoes."</p> <p>NAT #4/17:35</p> <p>IT'S TONE, IT'S KAHKI, IT'S BROWN. IT'S BEIGE AND GOLD AND ORANGES.</p>
TOM SHOWING OFF SHOE Or the brooks shoes	<p>VO</p> <p>Experts tell us the design is not just for looks – some of the more clever styles really have a purpose.</p> <p>Podular technology, for example, is used to increase the flexibility of running shoes and provides more comfort.</p> <p>Nike gave us the air designs which use inert gas to cushion the weakest part of the shoe, the midsole, usually made of foam.</p>
TOM	<p>TOM #3/27:58</p> <p>YOU DON'T WANT TO BUY A SHOE BECAUSE YOUR FRIEND HAS IT OR A FAMOUS ATHLETE, YOU WANT TO BUY IT BECAUSE IT FITS YOUR FOOT, THE SHAPE OF YOUR FOOT AND THE SUPPORT NEEDS OF YOUR FOOT.</p> <p>VO</p> <p>This shoe tester says trying to break in a shoe could cause more problems than it's worth. But that may not stop some shoppers for going after looks.</p> <p>ADAM NATSOT #1/ 30:11</p> <p>I'M INTERESTED IN ALL BLACK. IT HAD A GOOD FEEL WHEN I TRIED IT ON.</p> <p>BLACK GUY MOS #1/31:20</p> <p>EVERYBODY CARES ABOUT THEIR FASHION. YOU ALWAYS WANT TO LOOK GOOD AND FEEL GOOD TOO.</p> <p>SHARONDA HUNTER, ATLANTA</p> <p>###</p>

Script 18

Culinary Contest

Culinary Contest
By Mike Mibach, Reporter
University of Colorado; Boulder

Anchor lead-in: unavailable

SCRIPT begins:

(NAT)

VO

22 OF THE MOST TALENTED YOUNG CHEFS IN THE NATION CHOPPED, DICED, SAUTEED, AND ROASTED A THREE COURSE MEAL ALL IN HOPES OF WINNING A 25-THOUSAND DOLLAR SCHOLARSHIP TO THE CULINARY SCHOOL OF THEIR CHOICE.

THE ART INSTITUTE OF COLORADO WAS HOST OF THE FIRST ANNUAL COMPETITION WHERE STUDENTS WERE ALOTTED THREE HOURS TO PREPARE A CAESAR SALAD, CRAB CAKES, VARIOUS VEGETABLES, AND A ROASTED TENDERLOIN.”

THE MEALS WERE THEN JUDGED BY SIX OF THE MOST WELL KNOWN CHEFS AND CULINARY FACULTY MEMBERS IN THE NATION.”

FORMER U-S OLYMPIC CULINARY TEAM CAPTAIN KLAUS FRIEDENREICH.

SOT JUDGE:

“The fact that these are high school students, we look first of all at sanitation, you know the practice of sanitation that they work clean. Then the next thing is an item we call meezanplaze (sp?) you know where they get ready to set up their stations, to cut everything and to do all the things that they need for their meal, and they are all doing great jobs with that.”

VO

FAMILY AND FRIENDS WERE ABLE TO VIEW THE FINAL PRODUCT BUT ONLY THE JUDGES WERE ALLOWED TO ENDULGE IN THE MEALS.

ONCE THE MEALS WERE TASTED AND JUDGED...THE WINNER WAS ANNOUNCED.

NATSOT: FROM BRENT LEWIS

“When i heard the other kids name called out for second place i just jumped up and started hugging my parents and it just meant so much to have them here this time. it still doesn't feel like its happened yet.”

VO

MEMBERS OF THE CULINARY INSTITUTE HOPE THIS NATIONAL COMPETITION SPARKS THE INTEREST IN YOUNG CHEFS, LIKE BRENT ACROSS THE NATION.

JUDGE SOT - Tim

“the main thing is just looking at these students as high school students, trying to praise them and get them excited about their careers, um through competitions and seminars such as this.

MIKE MIBACH, DENVER.

FONTS WERE AS FOLLOWS:

*cg locator

Denver, Col.

Klaus Friedenreich

Master Chef/Cook-off Judge

Brent Lewis

Age 18

Cook-off winner

Best young Chef in the nation

Script 19

Sarah Fisher

SLUG: Sarah Fisher video script

Reporter: Jamie Curott

Email:

School:

ANCHOR LEAD-IN

Racing has traditionally been a male dominated sport. But not so much any more. Sarah Fisher is a 19-year-old on the Indy Racing circuit who is not only breaking records, but gender barriers as well. Jamie Curott has this report.

VO

Sarah Fisher's on a mission

(Nat sound- Sarah talking to team manager on scanner and peeling out of the pit.)

And the fact that she's a woman isn't getting in her way.

(Fisher SOT)

WE HAVE SEPARATE BATHROOMS, BUT THAT'S ABOUT WHERE IT ENDS.

VO

Fisher began racing at five-years-old. Racing everything from quarter midgets to go-carts has made her at home on the track and Fisher says she doesn't want to be treated any differently on the track.

(Fisher SOT)

I'M NOT ALL ABOUT WOMEN IN RACING, THAT'S NOT MY ATTITUDE AT ALL. I THINK IF I HAVE THE TALENT, THE ABILITY, THE DEDICATION AND THE DESIRE TO RACE BY ALL MEANS PUT ME IN THE RACECAR, BUT IF I CAN'T DO ANY OF THOSE FOUR, THROW ME OUT BECAUSE I DON'T BELONG AT LEAST FOR THE SAKE OF THE COMPETITORS.

(Sharp SOT)

IF A GUY IS IN FRONT OF YOU IT'S THE NEXT CAR YOU HAVE TO PASS. THAT'S HOW I LOOK AT IT AND IT DOESN'T MATTER IF IT'S A GORILLA DRIVING IT, IT'S THE CAR YOU HAVE TO PASS.

VO

Veteran competitors say Fisher qualified to race in the IRL and that means she has earned the right to be on the track.

(Sharp SOT)

IT'S NOT A MALE SPORT IT'S A TALENT SPORT, THAT'S THE IMPORTANT ISSUE. AND WHAT I'M EXCITED ABOUT WITH SARAH IS SHE'S THE REAL DEAL. SHE STANDS ON THE GAS JUST AS ANY GUY DOES.

(Kite SOT)

SHE'S ONE OF THE DRIVERS YOU TRUST AND THERE'S NOT A LOT OF THEM OUT THERE YOU ACTUALLY DO, I ENJOY HAVING HER OUT THERE.

VO

Nineteen-year-old Fisher is one of only three women in the Indy Racing League. With so few women racing professionally, Fisher says she doesn't want to just qualify, she wants to win.

(Fisher SOT)

IF I DON'T WIN I'M GOING TO BE REALLY UPSET.

BRIDGE

At the Midas five hundred Classic, Fisher made history starting fifth, higher than any woman ever in the circuit. Even though she has not yet won an Indy title, what she has won is a legion of fans.

(Poisal SOT)

LOVE IT, I THINK SHE'S GREAT!

(Scott SOT)

I DON'T THINK YOU'RE GOING TO FIND ANYBODY AROUND THIS WHOLE RACETRACK THAT HAS A PROBLEM WITH HER RACING AS LONG AS SHE'S NOT OUT THERE TO RACE TO GET A NAME AND GET POPULARITY.

(Poisal SOT)

I THINK IT'S A GOOD THING FOR WOMEN AND I HOPE SHE WINS.

VO

Fans often root for the underdog. But Sarah Fisher doesn't want to be the long shot anymore. Her sights are on the checkered flag at the Indianapolis five hundred.

Jamie Currott. Atlanta.