













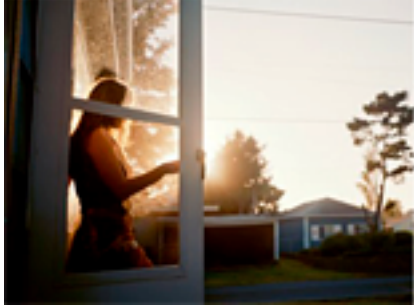





“Ordinary People” Entrepreneurship PSA Date: March 5, 2007		DRAFT 1
<u>Frame</u>	<u>Video</u>	<u>Audio</u>
	Fade up from black.	MUSIC UP AND BUILDING – hopeful and proud.
1	 <p>Group portrait of trades people at commercial building site.</p>	<p><u>Female Entrepreneur V.O.</u></p> <p>Sometimes, “ordinary” people...</p>
2	can do extraordinary things.
3		<p>Entrepreneurs:</p> <p>People just like you...</p>


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Frame	Video	Audio
4		...and I...
5		...make it happen every day.
6		They create a business... ...offering unique products and services. But it's so much more than that.


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<u>Frame</u>	<u>Video</u>	<u>Audio</u>
7		They create jobs...
8		...and opportunity.
9		They build communities...
10		They change lives...

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Frame	Video	Audio
11		...and inspire future generations.
12	 <p>Pull back into wide shot and rest.</p>	They are empowered to change the world.
13	 <p>Frames 13 – 17: Sequence of shots of various businesses, or focus on single woman entrepreneur.</p>	Open your mind to the possibilities.

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<u>Frame</u>	<u>Video</u>	<u>Audio</u>
14		Your dreams are powerful...
15	 <p style="text-align: center;">Woman consulting with client.</p>	...your vision can make a difference
16	 <p style="text-align: center;">Woman leaves for work.</p>	...opening the door for yourself ...

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<u>Frame</u>	<u>Video</u>	<u>Audio</u>
17		..and for others.
18	 <p style="text-align: center;">Match cut with next frame.</p>	Go ahead. No idea is too small.
19	 <p style="text-align: center;">Lemonade stand and talent from prior shot “become” similar business and talent.</p>	Go Ahead... ...make it happen.

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<u>Frame</u>	<u>Video</u>	<u>Audio</u>
20		Change the world...
21	 Bridal dress designer from prior shot.	...change yourself.

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<u>Frame</u>	<u>Video</u>	<u>Audio</u>
23	 <p>Commercial building site from opening shots. Architect is wowed.</p>	Can do extraordinary things.
24	<p>GRFX</p> <p>American Entrepreneurs. Join Us.</p>	