

Evan Gore

Writing Samples

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- Grady’s Garden – Brand Identity project
<https://www.youtube.com/@gradysgarden>
- LinkedIn www.Linkedin.com/in/evangore

Futurama
"Fear Of A Bot Planet"
S1 E5 by Gore & Lombard

ACT I

FADE IN:

EXT. MADISON CUBE GARDEN - MORNING - ESTABLISHING

From the New New York skyline juts an enormous cube-shaped building. A sign reads "MADISON CUBE GARDEN."

RADIO ANNOUNCER (V.O.)

A beautiful day for Blernsball
here at the Garden, as the New New
York Devil Rays take on the Mars
Wong Bats.

INT. MADISON CUBE GARDEN - THE STANDS - CONTINUOUS

Fry, Leela, Bender, AMY, PROFESSOR and ZOIDBERG take seats along the front rail. Leela wears a New New York cap and carries a scorecard. Zoidberg wears a big foam claw over his own claw that reads "NEW NEW YORK #1".

LEELA

Amy, I can't believe you got us
these great seats!

WIDEN TO REVEAL:

The Mars team warms up on a field that looks like four baseball diamonds joined at a mutual home plate.

LEELA (V.O.)

A quarter-mile from home plate and
I can practically touch right
field!

INT. STANDS - CONTINUOUS

BENDER

That's why it's nice to have
Princess, here, for your bud.

AMY

Oh come on, lots of people's dads own Major League teams. Anyway, it came with the planet.

ANGLE ON ZOIDBERG

Sitting nearby is GLOBSTEIN, a lobster in golf shirt and cap.

ZOIDBERG

Dr. Globstein?

GLOBSTEIN

Dr. Zoidberg! I haven't seen you in years!

ZOIDBERG

How are the children?

GLOBSTEIN

The wife ate the last of them over the summer.

ZOIDBERG

Good grief, am I that old?

ANGLE ON LEELA AND FRY WATCHING THE FIELD

LEELA

I bet all this is pretty familiar, huh Fry?

FRY

Oh, sure.

ANGLE ON THE PITCHER

The ball is connected by a bungee cord all the way to the bat. The pitcher releases it, it **WHIZZES** to the batter who **CRACKS!** the ball. It arcs elegantly out of the park.

ANGLE ON FRY

Fry leaps to his feet and screams. No one else does.

FRY

Home run! (BEAT) Right?

ANGLE ON THE FIELD

The ball stretches to the end of it's cord and snaps back to the batter, who **WHACKS** it repeatedly like a paddle ball. RUNNERS run the bases. A FIELDER catches the ball, holds onto it, and flies through the air.

ANGLE ON FRY AND LEELA

FRY

What's going on? What's that guy doing?
Why'd he do that?

LEELA

The fielder's riding the fly and eighth base is going to tag him, but that hot foot on seventh is about to take off, see?

FRY

This is what you sound like: "bleep, blorp, blork, bleep blorp, blork."

LEELA

Go bug someone else.

FRY

I don't get this game.

PROFESSOR

Try looking at Blernsball as a combination of softball, tennis and hang-gliding without the roller skates, tap dancing or summary executions.

FRY

I've got a lot of catching up to do.

ANGLE ON FRONT RAIL

Amy flirts with FLOYD, a player for the Wong Bats.

FLOYD

Amy, I've got a blern with your name written allll over it.

AMY

(GIGGLE)

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CLIENT: Mobile Pro Gear
 PRODUCT: "EDEKETT CONTAINER"
 PROJECT: Kickstarter video script



SHOT #	VIDEO	AUDIO
1.	STOCK GRAPIC: slow flip-book style images of various smartphones: an iPhone, a Galaxy, a Nexus, an LG, etc, screens on or off...	NARRATOR (GISELLE) V.O. Your smartphone: it's with you wherever you go. You wake up with it, have meals with it, travel with it, go to bed with it.
2.	STOCK FOOTAGE: Multiple people on their smartphones (either family, school or business)	Today's multi-function smartphones allow us the irresistible freedom to do so much with efficiency and convenience.
3.	FREEZE FRAME (optional): TEXT OVERLAY: "188 Million cell phones in U.S." ALT: The number "188 million" inside the shape of the U.S. (fewer words, more visual)	It's no wonder that in the United States right now, 188 million of us are using smartphones.
4.	STOCK FOOTAGE: Family at dinner table on phones	That's a lot of conversations we're having with people far away... But it's also a lot of conversations we're ... <u>not</u> having with people right in front of us.
5.	SOCIAL MEDIA LOGOS (static or floating): Facebook, Twitter, Instagram, Snapchat	Because while social media is great for shortening the distance to those far away, it can also add distance to the people who are sitting with us at the same table.

6.	TEXT LARGE LETTERS SCROLLING L TO R: “PHUBBING”	There’s a new word getting popularized on the internet to describe when people snub those in front of them, in favor of their smartphone.
7.	STATIC TEXT: PHONE + SNUB = PHUB	It’s called, “phubbing;” and it’s a modern behavioral problem that seems like it’s here to stay.
8.	Stills of people being “phubbed,” Slide 1, slide 2, slide 3 (maybe this pic from Getty Images: http://www.theguardian.com/technology/shortcuts/2013/aug/05/phubbing-anti-social-phone-campaign)	Because technology’s presence in our lives is still growing, and our social networks are always trying to reach out to us day and night. That’s not going away.
9.	STOP-MOTION ANIMATION: Downshot of a restaurant place-setting builds one piece at a time: plate, silverware, napkin glass, and right next to the fork: an iPhone. It rings! A hand reaches in and takes the call. OPTIONAL: top text “68% take call during dinner” Bottom text: “63% leave smartphone on the table.”	In a survey of restaurant-goers in the UK, a society famous for their politeness, 68% would take a call during dinner, and 63% would leave their smartphone on the table. SMARTPHONE OWNER VOICE: Hello?
10.	MOTION GRAPHIC: How do we stop ourselves?	GISELLE NARRATION V.O.: Which begs the question: How do we stop ourselves?

11.	INT. RESTAURANT TABLE. TWO COUPLES SIT DOWN, AND PLACE THEIR PHONES IN THE EDEKETT CONTAINER.	What if the next time you went out to dinner with friends, there was a simple and immediate way to get everyone to stay off their phones, without having to negotiate things first?
12.	INT. FAMILY DINING ROOM: MOM, DAD AND OLDER KIDS PUT THEIR PHONES IN EDIKET	What about at home with your family?
13.	INT. BOARD ROOM: BUSINESSPEOPLE PUT THEIR PHONES IN EDIKET.	And what about at the office with your coworkers?
14.	PUSH IN ON EDEKETT BOX	Introducing: Edekett. It's a container, personalized for your setting, which acts as a dedicated holder for setting aside your smartphone. The Edekett container provides an unspoken agreement among family, friends and coworkers that your time together has value, and you are willing to focus on them when you're together.
15.	TABLE TWO: ROMANTIC RESTAURANT: a man and woman are having a conversation as they mute their phones, place them into the Edekett container, then hold hands, and look into each others faces as their conversation grows more meaningful. It doesn't have to be hot & heavy, just deeper.	When you mute your phone and place it in the Edekett container, you let the other person know that you value their time and company. Remember the last time you had eye contact during a conversation? When everyone wasn't looking down at their smartphone? American's have become so focused on the small screen, that we forget the big picture, the people right in front of us.

16.	CAMERA ON GISELLE AND MANNY CASTRO speaking to an off-screen interviewer.	<p>GISELLE: Hi, I'm Giselle Castro, Co-Founder of Edekett.</p> <p>Our company, Mobile Pro Gear LLC is a leading manufacturer of smartphone accessories currently selling on Amazon.</p> <p>Our Kickstarter campaign is to launch "Edekett," a container which offers a physical solution you can see to a behavioral problem that we feel, but can't often see.</p> <p>It's one thing for everyone to just say, "Okay, let's all turn off our phones," but with Edekett at the table, which is personalized for each environment its in, nobody has to make an uncomfortable proposal—Edekett makes it for you.</p>
17.	<p>PRODUCT SHOT:</p> <p>ALL THE POSSIBLE STYLES AND DESIGNS OF EDEKETT, SOME WITH CUSTOM LOGOS</p>	<p>GISELLE NARRATION V.O.:</p> <p>Each Edekett container is personalized with a message inviting people to do the right thing, and focus on the moment and the people at hand. Additionally, a company or restaurant logo can also be included below the message to customize the experience even further.</p>
18.	<p>GRAPHIC: EDEKETT CARD ONE</p> <p>Various cards included with Edekett</p> <p>A cursive-style one for a bistro setting...</p>	<p>Message for each Edekett, needs to be</p>

	<p>A down-to-business type for the board room.</p> <p>One for the family table.</p>	<p>defined.</p>
	<p>continued</p>	<p>GISELLE: We want to design and develop this product for market. We're seeking funding for product design and development beyond these prototypes. Once funded, we can have a short production cycle to bring this to market quickly.</p> <p>When we're with people, at a meal or in a meeting, we have to be more mindful in the past, because we carry this constant temptation that's always notifying us that it's there.</p> <p>We envision Edekett as a different kind of mobile accessory; one which could be adopted by restaurants, companies, even families.</p> <p>Edekett is a low-tech solution to a modern, high-tech problem. Placing an Edekett container on every table in your restaurant, in your conference room, and in your home, is an immediate commitment to valuing each other's time while we spend time together. After all, if smartphones are making your life more efficient, shouldn't you spend that saved time on those closest to you?</p> <p>Technology and social media is not going away, it continues to evolve all around our lives. Stop phubbing your loved ones at dinner and stay connected to people, not the screens. Join the Edekett movement by</p>

		<p>supporting our Kickstarter campaign at any level you can, and together we can all start to unplug our devices to truly connect with each other.</p> <p>Thank you.</p>
	<p>Quotes:</p> <p>“Life is what happens when you’re looking at your smartphone.”</p> <p>“All we have to decide is what to do with the time that is given to us.” – Tolkein</p> <p>The great myth of our times is that technology is communication.</p> <p>–Libby Larsen</p> <p>Technology is a useful servant but a dangerous master.</p> <p>–Christian Lous Lange</p>	

Here are thoughts on what the product text might say...

Restaurant:

- 1 The greatest spice of life is human connection, Help make everyone’s restaurant better. Place your muted phone in here for now. Your meal will be better with your smartphone in here.
- 2 What’s the point of multi-tasking if you’re not making time for family? Enjoy your meal disconnected from your screen. This Edekett container is to deposit your phone while you are here. Please mute your device while with us.

- 3 This table is a device-free zone. Please mute your phone and place it in this Edekett container. You'll have to find another way to show them they don't know their trivia.

Business

- 1 Business is business, but we can't do business if we're all on our phones.
- 2 This meeting will go better and faster if we mute our phones and set them in here first. This is an Edekett Container. It's good for business.
- 3
- 4 The meeting starts when our cellphones go in here.
- 5 Time is money. Let's up the stakes on this meeting. Let's put muted phones in here. This meeting is cell-phone free.
- 6 We'll take this meeting like our fathers did, without cell phones.

Home

- 1 Our non-digital family is important too, let's have a non-digital meal together.
- 2 The internet will be there when we come back. It's family time.
- 3 I commit to screen-free time with my family.
- 4 Phones stay in here until you need them to prove somebody wrong.

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CLIENT: New Line Info
 CONTACT: Jey Antony
 PRODUCT: Drawation.com
 PROJECT: Homepage



Drawation

We Animate Your Business

Drawation is people-- smart people who know how to plug your message into the minds of your audience, with clear, accessible language, reinforced by the visual language of moving pictures.

Let us be your tour guide, your teacher, your ambassador and your advocate.

[How It Works >](#)

Our Services

We can help you grow your business in a variety of ways,

1. **Storytelling** – It has become fashionable to say that businesses need to “tell their story,” but this is the world we live in. Today, you don’t just have customers; you have an “audience.” We’ll draw their attention, and tell them who you are, or whatever you want to communicate.
2. **Whiteboard Animation** – This popular animation style is preferred for those who want a lean presentation, lower in cost, quicker in production. This is a perfect style for explainer videos, or short form training.
3. **Training** – Do your new people need to learn from your old people? Good training is everything. Replace your time spent on seminars with flexible online learning, which can save your company precious resources, while controlling your lessons with a consistent customized training video series.
4. **Education** – Do you know something we don’t? Teach a class! Whether for retail sales or promotional giveaway, educational videos are a great way to establish your reputation as an expert, and share your knowledge with hungry students.
5. **Marketing** Companies aren’t just buying TV ads, they’re creating clickable content. The people you need to click on your links or put their eyeballs on your content are more sophisticated than ever. The hard sell can be a hard way to

grow customers. Let Drawation tell your company's story in a way people want to hear it.

6. **Custom videos** –Every Company is different. If yours has a need for a video we haven't thought of yet, let us know. If you have an awards ceremony, if you have a tribute to a special member of your team, upgrade your next seminar, meeting, or even party with a custom Drawation video.
7. **Role Playing** – If your company has a way of doing business, a protocol, or personality, which you would like to demonstrate to your team member or new recruits, a Role Playing video by Drawation can put viewers into a situation and show them what to expect, and what's expected of them.
8. **Character Animations** – Don't let others decide what your company looks like—put a face on it yourself! The design and animation team at Drawation can create a mascot, animated greeter, customer service character, or whoever you want your visitors to see.
9. **Presentations** – Liven up your next presentation with snappy visuals from Drawation. Powerpoint, Prezi, video, let's discuss your needs and see how we can help you with your next presentation.
10. **Branding** - Like the new kid at a school dance, if you're new to the marketplace, you only get a few seconds to make your identity known. If you have a new product or service, if you are launching a new division, or branching out into a new market, you should think about how you stand out from the crowd. Let Drawation draw you out of the background, and make your identity pop.
11. **Copywriting** - Maybe you did all the writing for your company, product or service when it was new, but maybe you need to pass that off to a professional. You don't have to know a writer, and you don't have to hire a stranger. Let the smart folks at Drawation be your mouthpiece, and handle your copywriting needs for marketing, online content, messaging, even create your training and educational content.
12. **Snippet content** – Before they come to your website, they come to a search engine. What shows up in results may be the only shot you have at reaching a new customer. Don't take snippet content and SEO for granted, let us help you create an online presence that matters.

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Text above teaser video:

They say “a picture is worth a thousand words.” They say “take a picture, it lasts longer!” They say, “talk to me, not at me.”

Visual language speaks to the brain in a way fancy sentences can't. Drawation takes the detached experience of words on a screen and enlivens it, personalizes it, bringing

you and your audience closer together for engagement, connection, and communication.

Click the video below to see what we do, and decide for yourself if Drawation can draw an explanation animation for you. Work lean. Speak the language of today's audience. Let's create clickable content together.

Communication + Explanation + Animation = Drawation.

Our Portfolio: Talk is cheap.

Take a look at our work. It's short. This video shows work we've done. It's an overview of completed projects, like the ones we'd like to do for you.

Contact Us: Give it a shot.

Drop us a line, and let us know who you are, where to find you, and what you might be interested in. We'll get back to you, and talk it through. No charge. (*NOTE: "No Charge" in yellow please*)

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CLIENT: New Line Info
 PRODUCT: History of Agile
 PROJECT: Episode 4: Scrum



Mr.EvanGore@Gmail.com

SCENE	VIDEO	AUDIO
1.	<p>FADE UP:</p> <p>Raman Technologies logo</p> <p>TEXT:</p> <p>Work Smarter. Deliver Exceptional Value</p> <p>Logo slides away to blank screen.</p>	
2.	<p>HANDWRITTEN:</p> <p>The History of Agile Episode 4: Scrum Today and Tomorrow</p> <p>FAST TEXT, ONE LINE AT A TIME:</p> <p>What is Scrum?</p> <p>How did it evolve?</p> <p>How is it used?</p> <p>What are its future trends?</p>	<p>NARRATION V.O.</p> <p>Welcome to part four of this four part video series, "The History of Agile".</p> <p>We conclude with the implementation of what we've learned, using the Scrum framework.</p> <p>We'll learn what it is, where it came from, and how it's used.</p> <p>We'll also take a peek into what it will become tomorrow...</p>
3.	<p>HANDWRITTEN:</p> <p>"What is Scrum?"</p> <p>Process of breaking development</p>	<p>Let's get down to business and talk about what Scrum is. It's a framework for getting work done using multi-</p>

	into small deliverable pieces of usable software; iterations.	disciplinary groups who break the project into small, manageable pieces. At the completion of making each small piece, you will have a usable software feature, or “an iteration.”
4.	ANIMATION: Sushi chef making a roll of sushi, serving it whole on a plate. The sushi is removed and served cut and arranged in several pieces.	It’s like taking small bites, rather than trying to eat the whole thing at once.
5.	TEXT: Process improvement through repeated steps, reducing waste at every point, keeping the customer in mind, and streamlining product development	Thinking back to all of the steps we’ve covered up to this point, it makes sense that this process would be a way to streamline product development. Earlier in this series, we discussed how methodology helped Ford, Toyota and others; then we learned how Lean processes reduced waste. Now Scrum is streamlining how your product is created--all while satisfying the client, like we just learned as an objective of Agile.
6.	HANDWRITTEN: Scrum vocabulary:	To communicate the nuances of Scrum, it uses several of it’s own vocabulary terms. It’s not about having more buzz words for your boss to use at your annual review, instead these are simple and understandable terms that the team can use to understand everything the same way.
7.	HANDWRITTEN: Scrum Master DRAWING: A sports coach, blowing whistle, pointing to a play on the field.	The Scrum Master is the coach, the one responsible for keeping everyone on task. If there are issues that need to be resolved, or resources that are needed, or strong messages that need to be delivered to anyone, it’s the Scrum master’s job. They don’t get all of the glory, but they are likely to feel the pain if failure results, so

		they have to be a strong team player that can motivate positively, and keep everyone on track.
8.	HANDWRITTEN: Scrum vocabulary: Scrum master Product owner	The Product Owner is usually the day-to-day contact for the customer because their role on the team gives them a great high-level viewpoint. A significant part of their role is to have the vision of what they want built and to be able to share and inspire that idea in the Scrum team.
10	HANDWRITTEN: Scrum vocabulary: Scrum master Product owner (fades) Scrum team DRAWING: A SCRUM TEAM	Unique to the Scrum framework is the emphasis on teamwork. There isn't a specific role of head programmer, or information architect, or QA tester. The people with those titles are still part of the 7-10 person team, but their responsibilities are joined with the others. You may be the information architect, but your insight in QA is important, and the designer's experiences in information architecture should be welcomed.
11	HANDWRITTEN: Scrum vocabulary: Scrum master Product owner (faded) Scrum team (faded) Product backlog Tasks Sprints	A product backlog is like a high level to-do list for the project that is continuously updated. The product owner creates this prioritized wish list of things that the team will deliver on. This backlog helps the team break the project into tasks. The tasks are built upon, or developed, one at a time during short periods of time, or sprints.
12	DRAWING: SEVERAL SPRINTERS ON A TRACK, RUNNING NEXT TO EACH OTHER	Each sprint is typically two to four weeks long. That's why we call them sprints: the two to four week work cycle is a time where the whole team is concentrating on delivering a single product feature. So, unlike the slower waterfall process, where

		parts are handed from one developer to the next, to the next..., sprints get the whole team working on one goal, with one deadline.
13	<p>HANDWRITTEN: Team focused reaching a single goal together.</p> <p>Rugby players piled on top of each other in a scrum.</p>	Teamwork is the core of Scrum's success. It's also where the name Scrum comes from. Scrum is not an acronym, it's a sports metaphor from a rugby team. In the game of rugby, the team comes together, focused on the team objective of moving the ball and scoring the goal. Your team's goal, in this case, is delivery of a working piece of software--or feature, in 2-4 weeks.
14	<p>DRAWING:</p> <p>A team standing in a circle for the daily Scrum.</p>	While working on the sprints, the Scrum team meets every day at an informal meeting called a daily Scrum, or sometimes, "the daily stand-up." The team starts having daily Scrums at the beginning of each sprint. These are 15-minute stand up meetings--the timebox and lack of chairs helps encourage short meetings, and discourage the team members from drifting off, sleeping or surfing the web.
15	<p>HANDWRITTEN:</p> <p>Scrum vocabulary: Scrum master Product owner (faded) Scrum team (faded) Product backlog (faded) Sprint (faded) Daily Scrum (faded) Sprint backlog</p>	The sprint backlog is a prioritized list of items that need to be developed in each sprint. The team helps create the priorities, guided by the product owner, but this is a list that is the guide for each 2-4 week sprint.
16	<p>The Words combine in a scrambled mess and transform</p>	The vocabulary for Scrum is all pretty understandable stuff--no PhD. required to follow along, but we have to have an

	into a single word: team	understanding of how all the roles and steps work together. Working together is a theme that's arising. It is the essential benefit of Scrum, it is the essence of a team.
17	<p>ILLUSTRATION: (build a graphic showing the processes, left to right)</p> <p>A stack of 5-10 different colored cubes, under the heading: Backlog.</p>	<p>Let's take a look at Scrum in action, step-by-step. Step one is to create a backlog.</p> <p>The Product Owner and Scrum Team meet to discuss the priority and items to be put onto the Product Backlog. The Product Owner must be able to form the product vision so that everyone can understand the ultimate final result. The Product Backlog, then, is a list of what is required for the project and is ranked in highest priority.</p>
18	<p>ILLUSTRATION: (build a graphic showing the processes, left to right)</p> <p>A set of smaller cubes (as if broken from the larger ones to the left) are stacked in an orderly fashion, under the heading: sprint backlog.</p>	<p>The Scrum Team then gathers, to frame up the first work cycle--sprint. During sprint planning, the team pulls a small chunk from the top of that wish list, or product backlog.</p> <p>The key is to break down the project into their component tasks. The team needs to think about what resources or people are needed and available during the time of the sprint. If the resources aren't available, the sprints due date needs to be reevaluated, or resources need to be requested by the team.</p> <p>With multiple sprints now defined and agreed to, the team decides how to implement those pieces and the deadlines for those multiple sprints. You can imagine this to be a sprint calendar or sprint schedule. This would include the dates that each sprint would begin and</p>

		finish--each 2-4 weeks for each sprint to be created.
19	<p>DRAWING OR STOCK PHOTO:</p> <p>A Scrum Team (Dev members, Product Owner, Scrum Master) stand in a circle for their daily scrum with Product Backlog board on easel or wall. One member is noticeably talking, answering the 3 questions.</p>	<p>At the 15-minute stand-up meetings, called daily Scrums, each team member states 3 points:</p> <ol style="list-style-type: none"> 1. What the team member did yesterday. 2. What the team member plans to do today. 3. Any issues (roadblocks) <p>In case any team member is facing any kind of difficulties, the Scrum master follows up to get it resolved. Notes from the daily Scrums are recorded by the Scrum master and may or may not need to be shared with all team members.</p>
20.	<p>ILLUSTRATION: (build a graphic showing the processes, left to right)</p> <p>Imaginary machine with one sprint cube being 'digested' by the machine, showing a symbol or image of 2-weeks time.</p>	<p>With the first daily Scrum having been completed, the team gets to work designing and building the product, software in our case. This two-week sprint has the team meeting each morning, as described earlier, followed with the team collectively improving the product and moving the product closer to completion.</p>

CLIENT: NewLineInfo Corp.
 PRODUCT: Creative Us"
 PROJECT: "Introducing Creative Us"

EVAN GORE

CREATIVE

SCENE	VIDEO	AUDIO
1.	<p>Standing outside a Starbucks-type coffee shop is MINDY, 28. She's an interesting-looking artistic woman in pigtails, glasses and a T-shirt whose design is of a small black bear in a pink girls' dress waving a flag with the Japanese symbol for strength. The rest of her clothes are the straightforward separates from the Creative Us catalogue.</p> <p>There are tables there, but she stands (to show off her shirt). She leans against a wall holding a Starbucks-looking drink, looks down at her shirt at the end.</p>	<p>MINDY (TO CAMERA):</p> <p>Y'ever know one of those people who always seem to have something cool going on?</p> <p>Like they're wearing a cool T-shirt...</p>
2.	<p>FOUR KIDS flank a smiling TEACHER (Mindy's older sister), they all wear the same school T-shirt.</p> <p>They raise their hands in cheer. She holds up a school coffee mug and school bag, while fireworks burst behind her.</p>	<p>MINDY (V.O.)</p> <p>--or they found a way to help a bunch of people--</p> <p>KIDS: YAYY!</p>
3.	<p>CAMERA behind Mindy's laptop as she sits at her arty desk in a modern room. She taps a few keys on the keyboard, and (SFX: CASH REGISTER) MONEY springs out at her, paper and coin. She's delighted like she won something.</p>	<p>MINDY: --or an interesting way to make some extra money?</p>

4.	<p>NEW ANGLE: She spins around in her desk chair, and now we're facing her laptop.</p>	<p>Well... you could be one of those people. I am. (SMALL LAUGH) Hi, I'm Mindy. What's my secret?</p> <p>Check this out:</p>
5.	<p>CLOSEUP ADDRESS BAR: With Creative Us URL</p> <p>WIDEN TO: Creative Us Splash Page</p>	<p>I use "Creative Us," an online destination to help bring out the cool, fun, helpful creative person in you! No kidding!</p>
6.	<p>ANIMATION: a line of 3 cool graphics float over 3 different style shirts from the Creative Us collection. The logos go onto the shirt, and maybe even switch from shirt to shirt, and scale from large to small.</p>	<p>With Creative Us, You can not only design your own images print them on different style shirts, using your own art,</p> <p>or something cool from the library.</p>
7.	<p>MINDY'S BROTHER is a 25-yr old skinny dude with bushy hair, snarky smile, wearing skinny jeans and a T-shirt. Three versions of him slide through frame in the same lackadaisical pose checking his phone, and each time wearing a different shirt:</p> <ol style="list-style-type: none"> 1. "Loading nap..." 2. "Meh" 3. "Yay Sportsball Team." 4. "Coffee is my Spirit Animal" <p>NOTE: each uses a unique font from the Creative Us library.</p>	<p>My brother likes to make shirts that don't even have graphics, just the sarcastic sayings he thinks are funny.</p>
9.	<p>MINDY'S MOM shows off the shirt she designed for "The Dog House," showing a dog and cat standing under the frame of a dog house</p>	<p>My Mom uses Creative Us too. She opened up an online store. It's easy. She designed a shirt for our local animal shelter</p>

10.	<p>Mom sits behind her laptop.</p> <p>INSERT SCREENSHOT of Mom's online store for "The Dog House".</p> <p>Back to Mom as (SFX: CASH REGISTER) Money flies out of her laptop!</p>	<p>AND she set up an online store where she sells them!</p> <p>The online store feature is a great way to both make some extra money, either for yourself, or for your organization.</p>
11.	<p>CREATIVE US sample school page.</p> <p>We see how the school logo can work on a t-shirt, polo shirt, or numbered sport jersey.</p> <p>SLIDE IN: a girls skirt, shorts and slacks that could be used as a school uniform when matched with a school shirt.</p>	<p>Creative Us is especially great for schools. You can create your school spirit wear, uniform shirt, or even numbered sport jersey, and have a convenient online store for everyone to get them!</p> <p>And what sets Creative Us apart, is they also offer a huge catalogue of separates from slacks to backpacks at great prices that you can add to your online store or just add to your own wardrobe!</p>
12.	<p>Back outside the coffee shop, Mindy now sits at one of the tables, her chair turned to camera.</p> <p>Mindy acts out having the conversation.</p>	<p>So why don't you get something cool going on. Make something creative and uniquely yours! Then open a store and sell it! It's so easy--and fun!</p> <p>Imagine how cool you'll feel when you hear, "I love that shirt, where did you get it?"</p> <p>(coy) Oh this? I made it. You can get one at my online store!</p> <p>(excited) I mean—how cool is that? (laughs)</p>
13.	FADE OUT	THE END

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WEST COAST BOOT CAMP

Press Release

Hollywood, CA, November 2, 2013: When Hilda Abdalian, a teacher and mother of two from Montrose, took her first boot camp exercise class, she struggled to run a lap. On Saturday, she took three medals at the 2013 World Cup, a fitness competition sponsored by the INBA (International Natural Bodybuilding Association) and PNBA (Professional Natural Bodybuilding Association). Likewise, Argineh Mailian, a USC grad and Development Planner from Tujunga with no background in athletics was also surprised when her boot camp instructor suggested she train for the competition, then she went on to bring home three medals.

The two women trained together five days a week for one-and-a-half to two hours with their trainer Adrien Pietrariu, of West Coast Boot Camp in La Canada, himself an award-winning bodybuilder. Pietrariu uses these competitions as a way to inspire not just the competitors, but all his clients into achieving their fitness goals.

Neither Abdalian nor Mailian had ever taken their fitness so seriously, nor had either ever stepped foot on stage before, let alone wearing bikinis, let alone in front of judges. Coach Pietrariu was overwhelmed by their success: Abdalian's three medals were for 3rd place in Masters Bikini Diva, 4th place in Masters Figure and 2nd place in Masters Physique. Mailian fared even better, winning 1st place in Novice Bikini Diva, 1st place in Open Bikini Diva and also the Sex Appeal Award. Mailian's wins are particularly impressive, as her competition were experienced fitness professionals.

Similar to bodybuilding, but without the muscular body sculpting, these events required intense physical conditioning, and a very precise diet. Abdalian cooked separately for her two sons, a sixth grader at Fremont and a freshman at CVH, whom she calls her biggest fans. Mailian described their diet as "no sugar, nothing salt, no fruit, lots of boiled and steamed stuff," a regime the two are still keeping up after their eight-week journey.

Mailian, who will compete for her second time this weekend in San Diego, thought the experience would bring her "a new challenge, a new world." She did not expect it to bring her gold medallions, and such a sense of achievement. Abdalian is done for now, but she noted that her teenager caught the bug, and wants to try it himself when he's older.

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The Cola Wars
Outline v2
Herzog Company

LOGLINE: The Cola Wars takes us to the battlefields of greatest conflagration in business history: the clash of titans Coca-Cola and Pepsi Co. As “history is written by the victors,” both giants get their turn as the hero of the story, trading perspectives on the same events. We “follow the sugar” on both sides, from their origins as unequals, to “The Pepsi Challenge,” the failures of “New Coke” and “Crystal Pepsi,” the race to get aboard the Space Shuttle, the celebrity endorsement arms race, and the fight for the hearts, minds and thirsts of the world.

ACT ONE – General Woodruff’s Reign

VOICE OF COKE: – Easy-going Georgia male comedian-playing straight, 40s: Ed Helms, Jack McBrayer. Danny McBride

VOICE OF COKE (V.O.):

December 7, 1941. Japanese bombs drop on Pearl Harbor. The shock and tragedy draw the United States inextricably into World War Two. Some of the greatest military strategists the world has ever seen lead their men into bloody battlefronts near and far. Eisenhower, Patton, MacArthur, Bradley. These brave men put their lives on the line and shape the world as we know it.

But another great leader of men rises, with an aim to spread something besides democracy throughout the world: something just as American, but much sweeter and more crisp, more refreshing. He was Robert Woodruff, Chief Operating Executive for the Coca-Cola Company, and for most of the previous twenty years, he had built an international company that would one day take over the world.

A graduate of the Georgia Military Academy, Woodruff refused early opportunities from his father to begin his career in business, and opted for the life of a laborer, then a truck salesman. When his father handed him the job of running the then, modestly-sized drink company, he was 37 years old. By the time of world war two, he had become a captain of industry. On the eve of the war, unaware of the great business opportunity it was about to provide him, he issued this stark warning to his men:

“Whom the Gods would destroy... they first make fat. We have the greatest product in the world. I can never divorce myself, my affections, my life from Coca-Cola, and neither can any of the rest of you.

Never let it be said of our business, ‘This is a nice Nice Highclass Old Business.’

Woodruff would spend the rest of his life fighting this fight.

INT. COKE HQ - EXECUTIVE CORRIDOR – DAY

Men's Dress shoes run down a carpeted hallway, then open an office door and stand in the doorway.

JR. COKE EXECUTIVE (O.S.)
They're going to put a ration on sugar!

SR. COKE EXECUTIVE (O.S.)
We know.

VOICE OF COKE (V.O.):

As any nation at war, America had to tighten its belt, and uniting to support the war effort reached into every corner of our once happy and secure lives. The Roosevelt administration issued strict rationing of gasoline, red meat, and dairy products, but most important to the Coca-Cola Company—they were rationing sugar. You can't have "*The Great National Temperance Beverage*," or quench "*The Thirst That Knows No Season*," you can't have the "*Delicious and refreshing drink as pure as sunlight*" for the "*Thirst That Asks Nothing More*"¹ ... without lots and lots of sugar.

In the last World War, sugar prices drove one of the many imitation colas, "Pepsi," into bankruptcy. But Coca-Cola Chief Executive Officer, Robert Woodruff, a man who had overseen Coke's unrivaled success, creating a soft drink sector synonymous with good times, a high standard of living, and America itself would not stand to let the terror from the Pacific slow his juggernaut from breaching every territory in the world.

Ever the patriot, Woodruff and his men envisioned a way to do good by doing well. Woodruff made this pledge:

*"We will see that every man in uniform gets a bottle of Coca-Cola for five cents, wherever he is, and whatever it costs our company."*²

It would indeed cost the company plenty, but in return, they would sell a tsunami of ice cold Coca-Cola around the globe... all at 5 cents a bottle.

Woodruff convinced the US Military that Coca-Cola was far from a non-essential product in the lives of soldiers. They argued that it was a part of daily life on military bases everywhere, and that Coke itself was an essential morale-booster for American G.I.s. Woodruff made a deal securing a waiver on sugar rations, and set up small bottling plants

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¹ Coke slogans <http://www.coca-colacompany.com/stories/coke-lore-slogans>

² Prendergrast p. 184

--Evan Gore

When They Closed The Library For The [Dodgers](#) Parade

People drove from all 'round just to stand side-by-side
to cheer on their big heroes for winning and pride
but books tried to look, just to see past the fans
who were blocking the doors raising phones in their hands.

because books all love baseball; this isn't a mystery,
they relate to the drama, the characters and history,
with innings like chapters, a nine-part whodunit,
blind umpires, close calls— it's unreal who just won it!

With the season now over and a long wait 'till spring,
and the book fans unable to see a World Series ring,
one Young Adult novel called his book friends by name,
"Hey let's form a league! Let's all play a game!"

So they played in the lobby, and floors two, three and four.
bouncing balls off computers, off the murals and more,
teams of nine, benches clear, everyone got to play
and the kids picture books smashed home runs on that day.

The Business Books business'd, their fielding was great,
while the Cook Books got cooking against Books On Tape,
The Periodicals tied with the Biographies
While a tag out at home dropped Art Books to knees.

The Children's Books cheered and the Romance Books sighed
when the sharp New Release reached third base on a slide.
and the Play Scripts took heat from the long-winded critics
but still won, exposing their opponent's arthritics.

At the end of the ninth, all the books tired and spent,
they returned to their shelves, just a few pages bent
having had a great time, having made some new friends,
they lined up back in order between their book ends.

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