

Everybody Dance Now - Promo Script by Samara Iodice - 06/13/2011

<i>Label</i>	<i>Audio</i>	<i>Stills/Graphics/ Text/Animation</i>	<i>Live Action Video</i>
01	<p>TRT Narrator script = 00:02:17</p> <p>TRT Promo ≈ 00:08:00</p> <p><i>[Music under]</i> NARRATOR: Santa Barbara California – a seaside community where art, music, dance, and other cultural opportunities abound, especially for the affluent.</p>		Very quick paced b-roll (and stills) of Santa Barbara locations, interspersed with shots of ballet, orchestra, art, etc.
02	<p>NARRATOR: Also home to an ambitious 14 –year old California golden girl, whose belief that there should be no price on opportunity, spawned an artistic and cultural youth movement.</p> <p><i>[Music swells, then becomes dominant]</i></p>	Still images of Jackie Rotman, dancing ballet and doing high kicks or splits in a conservative costume [no indication of hip hop yet]	
03	<i>[Music full volume]</i>	Motion graphic of the words, “Everybody Dance Now” appear on the screen, in large chunky letters, in addition to Motion graphics that include green screen dancers, on top of various backgrounds.	
04	<i>[Music full volume]</i>		<i>CUT TO: Video EDN Performance Dance Troupe, in matching EDN t-shirts, performing a dance routine</i>
05	<i>[Music full volume]</i>	Stills montage: EDN teachers and students dancing and having fun.	<i>CUT TO stills montage</i>
06	<p><i>[Music under from this point forward]</i> JACKIE ROTMAN <i>[describing briefly why she started EDN]</i></p>	Lower third text and graphics identifying Jackie. [Probably won’t use the interview portraits]	<i>CUT TO video of Jackie Rotman interview, briefly talking to camera about how she</i>

		for the promo, just the doc]	<i>started EDN, telling the brief story of when the music stopped during a performance for disabled children, and having them come up and dance with her.]</i>
07	NARRATOR: A simple, single moment in time catapulted the young Jackie into the creation of an organization devoted to providing free dance lessons to any youth, regardless of culture or socioeconomic background.		<i>CUT TO video and/or stills of EDN dance teachers working one-on-one with students of various cultures and ages.</i>
08	NARRATOR: And in a mere five years since its inception – EDN has provided dance lessons to over 1,000 students in Santa Barbara alone – and plans to increase those numbers exponentially as chapters continue to crop up all over the country and throughout the world.	Motion graphics showing a map of the US, with drop pins over different states. Also, show a scale or other indicator of the number of students taught, to date. Map should also have photos of kids dancing.	<i>CUT TO graphics.</i>
09	Interview/Voiceover of STUDENTS talking about why they love EDN, and taking dance classes.		<i>CUT TO video of children learning hiphop in EDN dance classes, as well as BRIEF interview clips of students interspersed with b-roll and/or stills.</i>
10	Interview/Voiceover of PABLO, describing the opportunity he was provided and why it is so important in his life.	Lower third text and graphics identifying Pablo.	<i>CUT TO brief clip of interview of Pablo at the studio.</i>
11	NARRATOR: With the simple goal of teaching dance to their fellow youth, grew a spirited group of youth leaders, running their own nonprofit at an age when many children are playing video games or hanging out		<i>CUT TO video of EDN leaders attending their training conference, working at white boards, talking on the microphone at events, etc.</i>

	at the mall.		
12	Interview/Voiceover , of various EDN leaders including JESS DAVIS, OLIVIA BERCI , and others as needed.	Graphics for keyed green screen video may be as simple as a white background, or stills of dancing kids, or more complex, including Motion graphics or other video. There should also be lower third text and graphics identifying Jess and Olivia, as well as any other key interviewees.	<i>CUT TO</i> brief clips from GREEN SCREEN interviews of Jess, Olivia, and some of the other leaders, and intersperse with b-roll and/or stills, as needed.
13	NARRATOR: In a movement where youth lead, and adults are sparse - a handful of adults have stepped up to mentor or form a partnership with the youth of EDN, all the while maintaining a respectable distance to let the young leaders do their thing.		<i>CUT TO</i> video of EDN youth talking with Julie or other adults (that we can get releases for)
14	Interview/Voiceover of some or all of the following: JULIE MACLOED (14a) and MAGDA ARROYO, ANGEL (14b), SHANNON	Lower third text and graphics identifying Julie, Magda, Angel and/or Shannon	<i>CUT TO</i> brief clips from video interviews of Magda Arroyo (Boys & Girls club partner site) and Julie MacLeod (mentor and fiscal sponsor from Art Without Limits), and/or Angel & Shannon (Housing Authority) and intersperse with broll and/or stills, as needed.
15	NARRATOR: EDN youth are given the opportunity to excel not only in leadership, but also in the art of dance – as the most talented dancers are selected to participate in the highly- regarded <i>Performance Troupe</i> .		<i>CUT TO</i> video of small group of students (including Pablo) from performance troupe being taught by Claire.
16	Interview/Voiceover of CLAIRE PATTERSON [music will now be the PUMP AUDIO		<i>CUT TO</i> brief clip from interview of Claire describing how Pablo

	<i>TRACKS that the performance troupe danced to the day we photographed them during practice.]</i>		<i>has really come along and become an incredible dancer, and how Michael was so shy and has really come out of his shell. Intersperse b-roll clips of each of the boys solo dance performances shot to PUMP audio tracks.</i>
17	NARRATOR: The performance troupe gives students an added challenge and serves as an outlet for their growth as dancers – providing them public venues in which to showcase their burgeoning talent.		<i>CUT TO the video of the Performance Troupe dancing on stage at On the Verge.</i>
18	Interview/Voiceover of PABLO.		<i>CUT TO brief clip from Pablo stretching behind stage, as he describes how he feels before taking the stage for his solo performance at On the Verge.</i>
19	<i>Continue voiceover of PABLO as we cut to his solo performance on stage at On the Verge.</i>		<i>CUT TO brief clip from Pablo's solo performance at One the Verge, while still hearing his audio from backstage.</i>
20	NARRATOR: There's no doubt the impact <i>Everybody Dance Now</i> has made in reaching youth who may never have had the chance to nurture their hidden talents...		<i>Continue video of Pablo's, solo performance at On the Verge, or show more of his solo performance from the day in the studio dancing to Pump audio tracks.</i>
21	NARRATOR: ...or in simply giving children a creative and fun outlet that keeps them in the company of positive role models and good friends.		<i>B-roll of smiling kids and teachers, having fun in one of the EDN dance classes (possibly Housing Authority) other than performance troupe.</i>
22	NARRATOR: It shows what one person, with a strong		<i>B-roll of Jackie dancing with the kids.</i>

	vision and a lot of heart and determination can begin...		
23	NARRATOR: ...and what others of the same mind and motivation can continue to build – all for the sake of others.		<i>B-roll of EDN leaders dancing, smiling, talking, etc.</i>
24	Music starts building under Interview/Voiceover of PABLO (preferably) or other interviewee SAYING SOMETHING VERY POIGNANT.		<i>CUT TO final video of Pablo (if possible) or a leader, or Jackie, providing a very poignant quote to end on.</i>
25	<i>Music full volume to fade out.</i> <i>[THE END]</i>		<i>FADE TO BLACK</i>