



Adopt A Monument - Final Script  
9/23/89

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Video

Audio

Open: Dallas skyline pan

The impression a city like  
Dallas leaves on its  
citizens ... its visitors  
... is the sum of its  
landmarks.

Pan-modern building montage

Stills - City Hall...

Famous buildings...new

Old Red

and old

Southfork

...famous places

Big Tex

and famous people...

General Lee

And famous monuments real..

Henry Moore

and abstract

Tight of Confed memorial,  
then zoom out to show First  
Republic bank.

The History of Dallas...the  
reputation of Dallas is  
written in these well-known  
points of reference.

Segue: Lee Park faun

General Lee Color Still

The statue of General Lee  
commemorates the state's  
centennial visit of  
Franklin Delano Roosevelt  
in 1936.

B&W Stills (2)

Time-Approx :50 sec.

Video

CG animated LOGO  
Open...then Streetball  
Montage

Rollaway to Logo, then to  
montage...more hoop-  
playing. Audio - "Takin It  
To The Streets" (:25 sec)

More Playing montage  
w/Miami, Cleveland, Alb'qu  
and Malibu locations.

Video of winners!

Final play element, slam  
dunk...bring up "Takin It  
To The Streets"...

Audio

On the city streets of  
America...players of all  
ages compete in Hoop-it-  
Up...the fastest growing  
and largest grassroots  
basketball tournament in  
the world!!!

With record-breaking  
participation for the fifth  
straight year...increasing  
corporate sponsorship...and  
national t-v coverage on  
ESPN...this year will be  
the biggest Hoop-it-Up in  
History!!!

It began in Dallas five  
years ago and now...Hoop it  
up visits 20 cities! Over  
12-thousand teams making it  
the BIGGEST family festival  
and largest streetball  
tournament in America!!

From the sun-baked asphalt  
of Miami...to the streets  
of Cleveland...to the open  
air parks of  
Albuquerque...to the  
beautiful beaches of  
Malibu...Over 50-thousand  
players and a quarter  
million spectators  
participate in Hoop-it-Up  
as it raises over two-  
hundred fifty thousand  
dollars for charity

Affiliated-King Saver  
5/18/89

AF-89-2230

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Video

Audio

Element A - Clipping  
Coupons

Cutting Corners on your  
food budget? There's no  
better time than right now  
during.....Affiliated's  
exciting JULY COUPON SALE!!

Logo-up!

Element B - Tide Detergent

Clip and save on assorted  
Tide detergents while a one  
hundred forty-seven ounce  
box is only FIVE - 99!!

Element C - Bounty

Bounty...assorted jumbo  
towels are on sale for only  
SIXTY-NINE CENTS!!

Element D - Bacon

Silver Spur sliced or slab  
bacon is ONLY EIGHTY EIGHT  
cents a pound!!

Element E - Baked/Stuffed  
Potatoes

And an eight-pound bag of  
russet potatoes is only ONE  
NINETY-NINE!...

Logo Up

Now...At Affiliated!

Roy Clark-Tag w/Logo

"Our Best To You!"

OUTRO TAPE #10

VIDEO



AUDIO

IT APPEARS THE WORLD OF INTERNET COMMERCE IS SPINNING SO FAST, THERE'S JUST TOO MUCH TO COMPREHEND. LIKE MOST HIGH TECH-BASED BUSINESS APPLICATIONS, WHAT'S NEW NOW IS OBSOLETE JUST A SHORT TIME LATER. NOTE THE PROGRESS OF THE PC, THE CELLULAR PHONE, THE FAX MACHINE.....MERE GADGETS A FEW YEARS AGO, YOU WOULDN'T BE WITHOUT THE MOST IMPROVED OF THESE TODAY WOULD YOU? THE INTERNET IS SOMETHING LIKE THESE INNOVATIONS OF A FEW YEARS AGO....BUT THE NET GROWTH CURVE IS MEASURED IN DAYS AND WEEKS INSTEAD OF YEARS. THE WORLD WIDE WEB, UNKNOWN FOUR YEARS AGO IS A MAJOR FORCE IN COMMERCE AND BUSINESS-RELATED COMMUNICATION. IN<sup>A</sup> SHORT TIME, THE WEB WILL BE A FOUNDATION FOR BUSINESS; A PRIMARY MOVER OF GOODS, SERVICES AND INFORMATION. DATA MANAGEMENT AND RETRIEVAL, THE REASON FOR THE NET'S BIRTH, CONTINUES TO BE SHARED AND STORED THIS WAY. A GREATER PERCENTAGE OF IT, MUCH OF IT SENSITIVE AND PROPRIETARY, DOES, AND WILL CONTINUE TO TRAVEL THE NET: EFFECTIVELY AND DISCRETELY MANAGED AND USED BY MANY COMPANIES, MOST LIKELY YOURS. THE PURCHASE OF GOODS AND TRANSFER OF FUNDS TO PAY FOR THEM IS HAPPENING NOW. BETTER SECURITY APPLICATIONS ARE BEING INTRODUCED. AND YOUR FIRM HAS

OUTRO #10

VIDEO

PAGE 2

AUDIO

TREMENDOUS OPPORTUNITIES TO SELL GOODS AND SERVICES TODAY, TO MORE AND QUALIFIED BUYERS. ALL THESE SERVICES AND MANY MORE ARE NOT IN THE FUTURE, THEY'RE HERE NOW. INTERNET MARKETING PARTNERS IS PROUD OF ITS ABILITY TO HELP YOUR FIRM FIND ITS NICHE ON THE NET. YOU'VE HEARD THE EXPERTS SPEAK, AND ALSO THEIR WARNINGS TO COMPANIES WHO FAIL TO SEIZE THE OPPORTUNITY THAT AWAITS THEM. WILL YOU BE LEFT BEHIND BY THOSE COMPANIES WHO SEE THE NET AS THEIR VEHICLE TO GREATER PROFITS? INTERNET MARKETING PARTNERS UNDERSTANDS YOUR OPPORTUNITY AND THE CHALLENGES YOU'LL FACE IN ALL PHASES OF YOUR COMPANY'S ENTRANCE INTO THE FASCINATING AND LUCRATIVE WORLD OF INTERNET COMMERCE. NO TWO PLANS ARE ALIKE. AND INTERNET MARKETING PARTNERS CAN BE YOUR PARTNER IN DEVELOPING AND EXECUTING THE PERFECT NET COMMERCE PLAN FOR YOUR COMPANY, REGARDLESS OF ITS SIZE OR POTENTIAL MARKET.

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