

Adopt A Monument - Final Script
9/23/89

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

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!"