



# SCRIPT

Project Gate  
 U.S. Department of Labor &  
 Small Business Administration  
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VIDEO	AUDIO
<p><b>Open:</b>  <b>FADE UP FROM BLACK:</b>  <b>EXT. Side Entrance to office building – Morning</b>            Winding stone pathway of office building. Path surrounded by trees and leading to a fence and gate.</p>	<p>[CUE MUSIC]</p> <p><b>Narrator:</b> Kirk Penberthy  <b>Ambient sound:</b> birds, cars</p>
<p><b>EXT. Side Entrance to office building – Same Day</b>  <b>Visuals:</b> HIGH ANGLE, MWS overlooking walkway which begins upper right of frame and ends at gate, lower frame just left of center  <b>Visuals:</b> MS of narrator walks to gate</p>	<p><b>Narrator:</b> (Outside the fence) Hello, and welcome to the Project GATE orientation. I’m Kirk Penberthy and today I’ll be sharing important information about Project GATE, an exciting, new demonstration program that could help you start your own business or expand a present business.</p>
<p><b>EXT. Fence Gate – Same Day</b>  <b>Visuals:</b> on “And just like opening a gate...” narrator opens and walks through gate past camera  <b>Visuals:</b> CU of narrator who exits lower left frame.</p>	<p><b>Narrator:</b> But what is Project GATE? (spell out) G-A-T-E stands for <i>Growing America Through Entrepreneurship</i>. And just like opening a gate, (opens the gate) Project GATE can open a world of self-employment opportunities.</p> <p><b>Sound EFX:</b> Gate opening and closing</p>
<p><b>FADE TO BLACK</b></p>	
<p><b>FADE IN</b></p>	
<p><b>INT. Office Foyer – Same Day</b>  <b>Visuals:</b> Just inside front door of stylish office  <b>Visuals:</b> ¾ crop, tilt, back toward French doors and the outside.  <b>Visuals:</b> camera framed on left by fireplace and</p>	<p><b>Narrator:</b> To help you explore the possibilities of entrepreneurship, the <b>U.S. Department of Labor</b> and the <b>Small Business Administration</b> have teamed up to create Project GATE—a program to help you develop the skills you need to start or</p>

<p>mantel with photos in frames.  <b>Visuals:</b> push to MS on “successful, new business...”  <b>Visuals:</b> CU of narrator leaning on mantel. 2-SHOT of narrator and French doors</p>	<p>expand a small business. Successful, new businesses, after all, create jobs and strengthen our local and national economies.</p>
<p><b>INT. Office – Anytime</b>  <b>Visuals:</b> DISSOLVE TO spacious office  <b>Visuals:</b> FISHEYE and WS of narrator in elegant office seated at desk  <b>Visuals:</b> TEXT ON SCREEN:  “Free Business Training  Private Counseling  Loan Application Assistance”</p>	<p><b>Narrator:</b> Many of us may be talented and highly motivated to develop a small business, but lack the necessary business experience—or the financing—to run a successful company. Project GATE can help with: free business training; private business counseling and assistance with your loan application.</p>
<p><b>INT. Office – Credenza – Anytime</b>  <b>Visuals:</b> CUT TO CU tabletop with stack of three training manuals  <b>Visuals:</b> XCU pan manuals  <b>Visuals:</b> pull back to MW of narrator sitting on credenza next to manuals, turns to camera  <b>Visuals:</b> dolly past narrator as he delivers his lines  <b>Visuals:</b> TEXT ON SCREEN:  “Submit an Application  Authorized to Work in U.S.  Legal Business Idea”</p> <p><b>Props:</b> Stack of three training manuals with labels on spines: U.S. Department of Labor, Small Business Administration and Project GATE</p>	<p><b>Narrator:</b> You may apply for business assistance from Project GATE if you: fill out and submit an application; are legally authorized to work in the United States, and present a legal business idea.</p>
<p><b>INT. Office Hallway – Anytime</b>  <b>Visuals:</b> DISSOLVE TO office doorway  <b>Visuals:</b> FULL LENGTH and ¾ SHOT of narrator leaving office doorway to walking down the hallway</p>	<p><b>Narrator:</b> Project GATE is a demonstration program that can help you start or expand a small business. But what exactly is a <i>demonstration program</i>?</p>
<p><b>INT. Government Office – Anytime</b>  <b>Visuals:</b> footage of government reviewing files</p>	<p><b>Narrator VO:</b> A demonstration program is a research project that helps the government to evaluate the effect of government services.</p>
<p><b>INT. Office Foyer – Afternoon</b>  <b>Visuals:</b> DISSOLVE TO foyer with clock and table. Hallway of previous shot fills right of frame, light streaming from windows  <b>Visuals:</b> MS of narrator</p>	<p><b>Narrator:</b> Since Project GATE is a research project, not everyone will receive services. Just like flipping a coin, half of all applicants will be randomly chosen to participate.</p>

<p><b>INT. Office Hallway – Day</b>  <b>Visuals:</b> CU of hand flipping a coin  <b>Visuals:</b> XCU of right hand over back of left hand  <b>Visuals:</b> XCU of right hand lifting off left hand  <b>Visuals:</b> XCU reveals coin with Project GATE logo</p>	<p>That’s right. You have a 50/50 chance of being selected.</p>
<p><b>INT. Second Office – Day</b>  <b>Visuals:</b> CUT TO second office  <b>Visuals:</b> TILT UP on narrator sitting at desk and framed by glass doors just outside office.  <b>Visuals:</b> camera “walks” up to narrator</p>	<p><b>Narrator:</b> (seated in desk chair and beckoning camera) Come inside for a moment, there are important issues we need to talk about. I’m sure you’ve heard all the success stories of owning your own business. Being your own boss. Managing employees. Becoming a leader in the community. And for many business owners the rewards are great.</p>
<p><b>INT. Office Hallway – Day</b>  <b>Visuals:</b> MS and CU of narrator directly into camera</p>	<p><b>Narrator:</b> But the <i>risks</i> are even greater. On third of all businesses fail in the first two years. Half fail in the first 4 years.</p>
<p><b>INT. Office Hallway – Day</b>  <b>Visuals:</b> narrator and TEXT ON SCREEN:  “Insufficient capital  Lack of Experience  Poor Business Plan  Bad Location  Unfavorable economy”</p>	<p><b>Narrator:</b> So why do businesses fail? Insufficient capital, lack of experience in running a business, a poorly developed business plan, a bad location or unfavorable economic conditions.</p>
<p><b>INT. Office Desk – Anytime</b>  <b>Props:</b> Two glass bowls. One bowl labeled “Rewards” is ¼ filled with green balls. The other labeled “Risks” is ¾ filled with red balls  <b>Visuals:</b> CU on bowls  <b>Visuals:</b> CU, M and XCU as narrator drops seven red balls into the “Risks” bowl</p>	<p><b>Narrator:</b> (seated on edge of desk with 2 bowls in front of him one labeled, “Rewards,” and the other labeled, “Risks,” he drops a red ball into the “Risks” bowl with each of the following seven statements) Here are a few risks. Starting your own business can cause stress for you and your family. Most business owners work over 40 hours a week. One in four work more than 60 hours a week. You may have to invest your own savings and future income. You may earn considerably less money than when you were employed. You may not have health insurance for yourself and your family. And no retirement savings.</p>
<p><b>BLEACH TO WHITE</b></p>	
<p><b>FADE IN</b></p>	

<p><b>INT. Conference Room – Anytime</b>  <b>Visuals:</b> conference room  <b>Visuals:</b> narrator standing in conference room behind conference table (unseen by counselor and applicant)  <b>Visuals:</b> at conference table, Project GATE business counselor talks with program applicant</p>	<p><b>Narrator:</b> Now, if you’ve considered all the risks of self-employment and you still wish to start a business, Project GATE is ready to help you acquire the knowledge and skills you’ll need to make your new business a success.</p>
<p><b>INT. Conference Room – Anytime</b>  <b>Visuals:</b> 3-SHOT of counselor, applicant and narrator  <b>Visuals:</b> OVERHEAD SHOT, 2-SHOT of counselor and applicant</p>	<p><b>Narrator:</b> (to camera) First, a professional business counselor will assess your business skills and experience and decide on the services that best fit your needs.</p>
<p><b>Visuals:</b> narrator and TEXT ON SCREEN:  “Marketing  Taxes  Insurance  Business Licenses  Permits  Bonding  Business Registration”</p>	<p><b>Narrator VO:</b> Next, you’ll receive formal business training and technical assistance with local experts in the areas of: marketing, taxes, insurance, business licenses and permits, as well as bonding and business registration.</p>
<p><b>INT. Office – Anytime</b>  <b>Visuals:</b> DISSOLVE TO a well-decorated office with sofa  <b>Visuals:</b> LOW ANGLE of another counselor talking with a married couple sitting on the sofa  <b>Visuals:</b> HIGH ANGLE of counselor and couple  <b>Props:</b> application forms  <b>Visuals:</b> pan and tilt down the application</p>	<p><b>Narrator (on camera and VO):</b> At the end of our session today, you will receive an application for inclusion in Project GATE. (counselor passes the applications over the desk to the potential clients.) Please take the application home. Talk the idea over with your family and friends since you’ll need their help and support.</p>
<p><b>INT. Office – Anytime</b>  <b>Visuals:</b> MS of narrator</p>	<p><b>Narrator:</b> (to camera) The application must be filled out completely. List any experience you have working for yourself. List your work history, financial background, your business idea and your contact information.</p>
<p><b>INT. Conference Table – Anytime</b>  <b>Visuals:</b> animation of the Participants Agreement</p>	<p><b>Narrator VO:</b> You will also be asked to sign a Participant Agreement, which allows researchers to obtain data from the Department of Labor.</p>

<p><b>EXT. Mailbox – Afternoon</b>  <b>Visuals:</b> DISSOLVE TO a mailbox with a red flag in down position  <b>Visuals:</b> CU on left hand of man opening mailbox.  <b>Visuals:</b> XCU and TILT UP of sealed application placed in box, hand closes the mailbox, turns red flag upright</p>	<p><b>Narrator VO:</b> Mail the completed application directly to Project GATE. A postage-paid, self-addressed envelope is provided. All information on your application is kept confidential.</p>
<p><b>EXT. Mailbox – Morning</b>  <b>Visuals:</b> DISSOLVE TO a mailbox with a red flag in upright position  <b>Visuals:</b> MS of mailbox pushes in to CU as narrator’s left hand open mailbox.  <b>Visuals:</b> XCU of response letter taken from mailbox.  <b>Visuals:</b> XCU and CU of response letter being opened to camera and reading, “Congratulations!”  <b>Visuals:</b> FREEZE FRAME on letter, 30% opacity  <b>Visuals:</b> TEXT ON SCREEN: 1.866.677.GATE  <b>Prop:</b> envelope and letter and second envelope</p>	<p><b>Narrator VO:</b> Project GATE will notify you by mail within a week after receiving your application. Please continue your current employment while you wait to hear if your application has been chosen. If you do not hear from us within two weeks, you may contact Project GATE on our toll-free number, 1.866.677.GATE.</p>
<p><b>INT. Office – Afternoon</b>  <b>Visuals:</b> DISSOLVE TO narrator standing by the French doors of an earlier shot, left of frame  <b>Visuals:</b> Right of narrator, TEXT ON SCREEN:  “Fill Out Application  18 Years of Age  Authorized to Work  Legal Business Idea”</p>	<p><b>Narrator:</b> Starting a business is not for everyone, but it may be right for you. If you are interested in Project GATE, we invite you to apply. Just fill out an application, be at least 18 years of age, be legally authorized to work in the United States, and present a legal business idea.</p>
<p><b>EXT. Office Building – Pathway – Afternoon</b>  <b>Visuals:</b> CU exterior and walkway back toward the fence gate  <b>Visuals:</b> CU of narrators feet on “path” walking away from camera</p>	<p><b>NARRATOR:</b> Whether or not you decide to take the self-employment “path...”</p>
<p><b>EXT. Office Building – Gate – Same Day</b>  <b>Visuals:</b> narrator turns back toward camera and touches the fence gate</p>	<p><b>NARRATOR:</b> ...all of us at Project GATE, the Department of Labor and the Small Business Administration wish you the best of luck...and success.</p>
<p><b>FADE TO BLACK</b></p>	