

TV script 60 sec (120-140 words)

Client: LLI

Date: 3/30/23

Duration: 60 sec.

Key frame (scene #): Scene 5

Title: "Choose LLI"

Video	Audio
SCENE 1: (MS) OLDER PEOPLE CHATTING AND LAUGHING WITH ONE ANOTHER. CUT.	SFX: (UPLIFTING, BUT RELAXING MUSIC PLAYS FADES UP AND OVER, CONTINUES THROUGHOUT)
SCENE 2: (MLS) PEOPLE IN CLASS WATERCOLORING WITH ONE ANOTHER. DISSOLVE.	VO (FEMALE IN HER 80'S, CONVERSATIONAL VOICE): "I FIRST CAME TO LLI IN 2013 AND KNEW A FEW PEOPLE FROM MY YEARS OF BEING A PROFESSOR, BUT JUST FELL IN LOVE WITH MEETING NEW PEOPLE AND CONTINUING TO LEARN.

SCENE 3: (LS) B-ROLL OF THE LLI FRONT DESK AREA.	VO: (MARY TALKING ABOUT HOW SHE FOUND LLI) “ A FEW FRIENDS OF MINE HAD SAID “YOU NEED TO COME CHECK OUT LLI” AND FROM THE MOMENT I DID I WAS SOLD!”
SCENE 4: (CU)MARY ON CAMERA DISCUSSING HER EXPERIENCE. CUT.	SFX: (LOWER 3RD FOR MARY “MARY “LOUISE” LOE” LLI INSTRUCTOR) “I’VE NOW BEEN THERE FOR...10 YEARS? WOW, THAT’S RIGHT, 10 YEARS. TIME REALLY DOES FLY HAAAAHA”
SCENE 5: (ECU) PAINTBRUSH AND HAND DURING WATERCOLOR CLASS. DISSOLVE.	“LLI HAS SOMETHING FOR EVERYONE. WHETHER IT’S CONTINUING A PASSION OR LOOKING TO MEET NEW FRIENDS, LLI CAN HELP FACILITATE THAT. ”
SCENE 6: (CU) DIAGONAL SHOT OF MARY. CUT.	“AS A LIFELONG ACADEMIC, I’VE BEEN ABLE TO FIND SOME GREAT FRIENDS AT LLI WHO HAVE SIMILAR INTERESTS.”

SCENE 7: (LS) PEOPLE TALKING TO THEIR TEACHER/CLASSMATES.CUT.	ANNCR: “BECOME A MEMBER OF THE LLI COMMUNITY AND EXPERIENCE ALL IT HAS TO OFFER”.
SCENE 8: MARY AGAIN ON CAMERA. CUT.	“THE OPPORTUNITY FOR LEARNING AFTER MY OWN RETIREMENT HAS BEEN PRICELESS, AND CONNECTING WITH MY STUDENTS THROUGH THEIR OWN LIFELONG LEARNING JOURNEY HAS BEEN VERY REWARDING”
SCENE 9: (TILT UP TO LS). OUTSIDE OF ICE HOUSE, SHOWING LLI ENTRANCE.FADE.	ANNCR (FRIENDLY TONE): VISIT LIFELONG LEARNING INSTITUTE TODAY. LOCATED CONVENIENTLY IN DOWNTOWN HARRISONBURG.
SCENE 10: (TITLE – PURPLE BACKGROUND). SPCE LOGO IN THE MIDDLE OF THE SCREEN .FADE.	ANNCR (FRIENDLY TONE): “CHOOSE LEARNING, CHOOSE COMMUNITY, CHOOSE L-L-I”
SCENE 11: (TITLE – DARK PURPLE BACKGROUND). WEB SITE LISTED ON THE BOTTOM IN WHITE COLOR: WWW.JMU.COM TOGETHER WITH LOGO .DISSOLVE.	ANNCR (INFORMATIONAL TONE): Search J-M-U L-L-I

SCENE 12: (SUPER – PURPLE BACKGROUND). TOLL FREE NUMBER LISTED ON THE BOTTOM IN WHITE COLOR: WWW.XXX.COM (XXX SECONDS). DISSOLVE.	ANNCR (SERIOUS TONE): FOR MORE INFORMATION CALL 540-568-2923
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Radio Spot: 30 SECONDS (60-70 Words)

Name of Brand: LLI

Date: 3/30/23

Radio: 30 "Choose LLI"

MUSIC: UPLIFTING BUT RELAXING MUSIC FADES UP AND UNDER THROUGHOUT

SFX: PEOPLE LAUGHING SOFTLY AND IN MEANINGFUL CONVERSATION

SFX: WOMAN SIGHS

ANNCR: "Ah, retirement! Nothing like realizing that the time off you've always wanted is *too much* free time."

SFX: DING BELL RINGING SOUND

ANNCR: You're in luck! The Lifelong Learning Institute has the perfect class for you!

MUSIC: UPLIFTING BUT RELAXING MUSIC FADES UP AND UNDER THROUGHOUT

MARY: "LLI has something for everyone. Whether it's continuing a passion or looking to meet new friends, LLI can help facilitate that."

ANNCR: "With a wide selection of fun and educating classes."

ANNCR: Like Medieval History.

SFX: MEDIEVAL SWORDS CLANGING AND WAR SOUNDS

ANNCR: Or the relaxing art of Yoga.

SFX: YOGA MUSIC.

ANNCR: LLI has just the thing to fill your free time.

MARY: "The opportunity for learning after my retirement has been priceless.""

ANNCR: "Visit the Lifelong Learning Institute open house on August 2nd. Search JMU LLI for more information."

ANNCR: "CHOOSE LEARNING, CHOOSE COMMUNITY, CHOOSE L-L-I"

MUSIC FADES OUT

Alternate script:

"Ah, retirement. Nothing like realizing the free time you've always wanted is too much free time."

Has retirement left you with too much free time? The Lifelong learning institute has the class for you!

You could learn about the history of the Scottish

Or the basics of the ukulele

LLI has the thing to fill your free time.

Visit the Lifelong learning Institute open house on August 2nd. Search JMU LLI for more information

Choose Learning, Choose community, Choose LLI

Storyboard

CLIENT: Lifelars Learning Institute

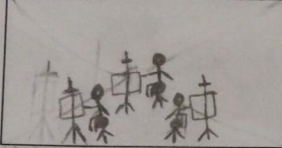
DURATION: 60 SEC

DATE: 3/30/23 PAGE: 1

TITLE: "Choose LLI"

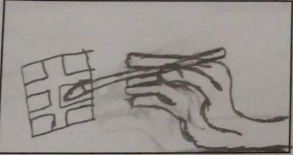
KEY FRAME (SCENE #): 5

Scene: 2 Shot: (MLS) Point of View



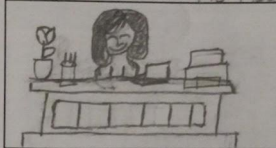
Audio: "I first came to LLI in 2013 and knew a few people from my years being a professor. But I fell in love with meeting new people and continuing to learn."

Scene: 5 Shot: (MLS) Point of View



Audio: "LLI has something for everyone. Whether it's continuing a passion or looking to meet new friends, LLI can help facilitate that."

Scene: 3 Shot: (LS) Point of View



Audio: "A few friends of mine had said 'you need to come check out LLI' and from the moment I did I was sold!"

Scene: 6 Shot: (LS) Point of View



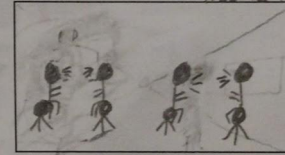
Audio: "As a Lifelars Academy, I've been able to find some great friends at LLI who have similar interests"

Scene: 4 Shot: (CLS) Point of View



Audio: "I've now been there for... 10 years? Wow, that's right 10 years. Time really does fly! Haha!"

Scene: 7 Shot: (CLS) Point of View



Audio: ANNC: "Become a member of the LLI community and experience all it has to offer."

CLIENT: Urelons Learning Institute

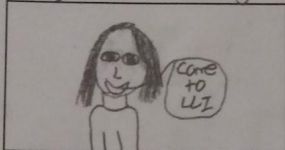
DURATION: 60 sec

DATE: 3/30/23 PAGE: 2

TITLE: "Chosse LLI"

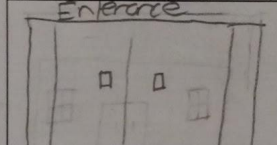
KEY FRAME (SCENE #): 5

Scene: 8 Shot: mcg



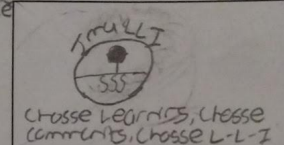
The opportunities for Learning
Audio: After my own reflection
has been priceless, and
connecting with the students
through their own lives
Learning has been
has rewarding."

Scene: 9 Shot: (TILT UP TO L) Enterance



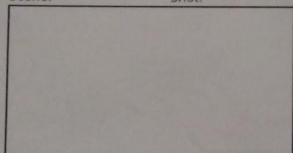
Audio: A warm (friendly tone):
"Visit LLI Today, located
conveniently in downtown
Harrisburg."

Scene: 10 Shot: WISO



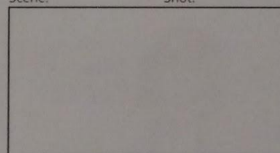
Audio: "Chosse Learning,
Chosse Community,
Chosse L-L-I"

Scene: Shot:



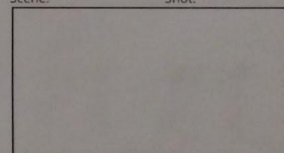
Audio:

Scene: Shot:



Audio:

Scene: Shot:



Audio:

