

## Video

## Audio

Title: Kerr-McGee Chemical Corporation  
Forest Products Division.



Dissolve to close-up of train wheels crossing a section of track, then dissolve into "video collage" effect with quick cuts and dissolves edited to the beat of the background music, quick cutting modern R.R. footage, stills, "period" R.R. footage.

Collage begins to include plant, employee and people shots from Kerr-McGee facilities.

Collage begins to include product shots.

Collage begins to include installation shots.

Collage begins to focus on environmental visuals.

Music: Background music rises and ends suddenly with an echo as if last railroad car has passed by.

Title: Kerr-McGee Quality  
Keeps The Wheels Rolling.

Fade into beauty shot of Kerr-McGee building exterior.

Passenger and freight trains roll a million miles through our country every day. And every day, Kerr-McGee crossties, switchties, bridge timbers and grade crossing panels are trusted to carry the load.

With a yearly capacity of over 10 million ties, Kerr-McGee stands as one of America's leading suppliers of pressure treated wood products. It's a position of leadership that we've earned, tie by tie, day by day, with a fundamental and overriding commitment to quality.

That commitment to quality shows first and foremost in our products.

It's evident in a more than 25 year record of dependability to our customers.

And it shows in the major capital focus on environmental investment that has brought our plants to full compliance with new, tougher environmental regulations.

At Kerr-McGee, quality keeps the wheels rolling.

Fade to black:

A division of the multi-billion dollar Kerr-McGee Corporation, and headquartered in Oklahoma City,

## Video

Video/Animated Segment: Map of U.S. shows various plant locations and major metro areas as announcer describes them.

Small Kerr-McGee logos depict plants locations.  
Dots depict major metro areas.

Various shots of manufacturing activities at each location as mentioned.

## Audio

Kerr-McGee Chemical's Forest Products Division operates seven plant locations and major wood-treating plants, strategically located to provide customers across the entire country with the highest quality crossties, switchties, bridge timbers and grade crossing panels in the industry.

In close proximity to the New York City and Philadelphia metropolitan areas, our Avoca, Pennsylvania plant also serves Washington DC, Boston, and the New England states.

Our Indianapolis, Indiana plant stands ready to dependably serve the Chicago area, Indiana, western Ohio, Michigan and Wisconsin.

The Dalles, Oregon facility is situated to serve the western United States from Seattle to San Diego and up into Vancouver and western Canada.

Madison, Illinois. Well suited to dependably provide Kerr-McGee products to the St. Louis, Kansas City and Chicago areas.

Our Columbus, Mississippi facility gives us coverage of the southeast from Florida to New Orleans. And, by virtue of its proximity to the Tennessee Tombigbee Waterway, the capability to export through the Gulf of Mexico.

Texarkana, Texas, strategically located to serve Texas and the southwest with export capability through Brownsville and other gulf ports.

The central location of our Springfield, Missouri plant, serves the southcentral and southwestern states and the major freight lines that operate there.

Together, these seven plants highly efficient, modernized, and ready for the future - stand as proof of Kerr-McGee's commitment to remain a dependable supplier of high quality treated wood

## Video

Video: Shot of raw blanks stacked, being inspected.

Inspector signs or otherwise OK's blanks.

Saw mill footage, log being sawed into raw blank.  
Show different types of wood if possible.

Plant employee inspects order from customer.

Plant employee makes adjustment to a piece of equipment.

Dramatic manufacturing shots.

Saw endtrims a tie.

Various processes being performed as mentioned.

Long shot, switchtie equipment endplater at work.

Grade crossing panel being bored, dowelled and assembled.

## Audio

products.

That quality begins with the careful selection, grading and inspection of high-grade timber. Kerr-McGee inspector's are rated by the Railroad Tie Association and only when they're fully satisfied that a raw blank is in accordance with both Kerr-McGee and industry standards is it OK'd for further processing.

Oaks, mixed hardwoods, southern yellow pine and Douglas Fir are available to meet customer's standards and specifications. And the strategic locations of our plants assure our customers steady, dependable access to timber resources.

Every tie and timber we manufacture is an individual product produced to a strict set of customer specifications. Those specifications guide us from the selection of the timber through all the stages of grading, manufacturing, treating and packaging. modern equipment assures our customers that we are meeting their specifications during every stage of manufacturing. And the industry's most modern monitoring equipment documents that quality.

During endtrimming, tolerances are accurately met.

And other special processes can be being performed as mentioned. performed to meet your specs; boring, saw kerfing, incising, branding, endplating and S-ironing.

Kerr-McGee's Columbus, Mississippi plant operates the only fully automated switchtie endplating equipment in the industry. And, our grade crossing facility, also located at Columbus, represents the state-of-the-art in grade crossing manufacturing efficiency - giving Kerr-McGee not only greater precision, but greater capacity than any other plant in the country.

## Video

Completed panel on tram ready for shipping.

Specialized gauges, equipment.

Various production shots, tanks, equipment.

Plant-site lab, technician analyzes creosote.

Shots of environmental improvements.

Drip pads being hosed down after a charge has been removed from pressure treatment tank.

Video: Footage of community awareness session.

## Audio

Throughout the Kerr-McGee system the equipment has been designed to make an exact science of the manufacturing of treated wood products.

Highly automated, and employing a pressure/heat treatment method shots, tanks, equipment.

our plants produce a full range of wood products using both green and seasoned timber.

Kerr-McGee facilities are licensed to treat with creosote, creosote coal-tar, and creosote petroleum solution. Your treatment specifications are monitored with regard to preservative strength, depth of penetration, level of retention and the many other variables and modifications that are a part of the treatment process.

Though an organic, natural substance, there is a major responsibility in handling an effective preservative/pesticide like creosote in an environmentally safe manner. At every Kerr-McGee plant we have met that challenge not by satisfying minimum requirements but by going beyond them to better ensure environmental safety. The financial commitment has been substantial and will continue into the future, but the results of these measures have made Kerr-McGee the industry's recognized environmental leader.

Our "closed loop" system of preservative recovery is built around three steps: containment, collection and recovery.

Drip pads prevent creosote from reaching the soil, and waste and storm water is contained and separated from any preservative; the water going on for further purification before discharge, the preservative returning to the system for reuse.

Over-the-top unloading of tank cars, and over-ground piping systems minimize the risk of spills,

## Video

Loading and packing an order for shipment. (special banding, 1/2 tram banding, special car loading, as appropriate.)

Employee working at video screen, talking on phone, tracking order.

Video recap recalling various production, product, employee, images along with beauty shots of installed projects.

Dissolve to close-up of train wheels used at beginning of video.

Fade to black:

## Audio

but should one occur, reinforced concrete containments collect the spill and return it to the system for reuse. Thus a "closed loop" system means little if any preservative escapes into the environment.

Kerr-McGee's concern about the environment, our employees, and the communities in which they live is a principle that guides Forest Product Division operations. Likewise, Safety PLUS, our on-going employee safety program has helped give us an enviable safety record in our industry.

At Kerr-McGee, until a tie or timber is packaged and delivered, the inspection process is never over.

Plant employees will ensure that your order is packaged and loaded to your specifications; then, our computer-aided customer support representatives in Oklahoma City can track your order to ensure that shipments are delivered accurately and on time. Our representatives are available to provide information on order status, pricing, materials availability, specifications and invoicing at any time. There's a strong pride that runs through every level of our operation at Kerr-McGee. It's pride in Kerr-McGee Quality.

But quality is just a word without various production, product, the attitude, the commitment and employee, images along with the energy that gives it meaning. Each day, we're giving Kerr-McGee quality new meaning; by manufacturing treated wood products to meet our toughest customer's strictest standards; by enhancing our quality assurance capabilities, and, through our emphasis on environmental protection, remaining a dependable source of supply.

Together it means that for years to of train wheels used at come, Kerr-McGee quality will keep the wheels rolling.

Kizer Incorporated  
Kerr-McGee Chemical - Crosstie Video

**Video**

**Audio**

Title/Logo: Kerr-McGee  
Chemical Corporation

## Video

1. GFX/Title: Stetson logo
2. Fade from black into a rustic set with a cowboy spokesman standing behind a weathered table with a variety of hats on it. Shift from camera to camera at appropriate breaks.
  - 2a. He gestures up
  3. He tips his hat.
    - 3a. Title: 2b. Title: Simple animation, illustrated hat flips into frame and hangs on the type "Hat Tips"
4. He picks up 2 hats (1 beaver & 1 rabbit) and examines them.
5. Holds up the 20X.
6. Brushes the 4X proudly.
  - 6a. Factory footage/weighing fur
7. Factory footage/blowing process

## Audio



Music: Western music with harmonica and acoustic instruments establishes, fades under.

Annrcr: These days, with the “western look” as hot as a two dollar pistol, when you’re selling a hat, you’re selling a lot more than just head protection.

You’re selling pride.

You’re selling style and individuality.

And you’re selling an attitude.

Learn to understand and appeal to those three feelings in your customers and watch where your hat sales go.

So hang on to your hat, I’m Joe Burke, a self-taught expert in hats and hatmaking and here come... Hat Tips. From Stetson.

Like everything else, when it comes to selling hats, there’s a right way and a wrong way.

To sell ‘em the right way, Rule A Number One is to present yourself as a hat expert, the person your customer can trust to have answers to the questions that are part of a hat purchase decision; especially if it’s an expensive hat purchase.

One place where you need to show your expertise is in the area of hat quality. Specifically, what makes an expensive hat better than a less expensive hat, when they both look similar at a glance. The answer to this question is clear once you know how hats are made

In a felt hat, quality is based on the fur blends that are used. Stetson hats are made from the fur of beavers, hares and rabbits. The higher the percentage of beaver and wild hare, naturally, the better quality the hat.

But even a high percentage rabbit fur hat is something to be very proud of. If it’s a Stetson.

You’ll understand better when you see how a Stetson is made.

Once the various furs have been weighed and blended to produce the desired density, durability, level of quality and finish, the fur is transformed into a hat through a series of fascinating steps.

The first is a process where the individual fur fibres are “blown” around a form; each fibre

## Video

8. Factory footage/forming
9. Factory footage/felting
  
10. Factory footage/dying
11. Factory footage/stretching
12. Factory footage/blocking
13. Factory footage/finishing
14. Factory footage/pouncing
15. Factory footage/flanging
16. Factory footage/trimming
17. Factory footage/add'l trimming shots
  
18. Spokesman on camera: holds up two different hats (1 white beaver & 1 white rabbit)
  
19. CU of beaver texture/ 20X Silver belly
20. CU of rabbit texture/ 4X Silver belly
  
  
21. Flips hat and show sweat band
22. Show linings of 2 or 3 hats
23. Show sweat band
  
24. Show CU of thin brim
- 245a> Wider shot of same hat
  
  
25. Quick cuts from color to color, dark to light

## Audio

interlocking with adjacent fibres to create a tough material, totally unlike any woven fabric... fur felt. When first formed, this hat body is thin and fragile, but through repeated exposures to hot water, followed by thorough and repeated wringings, these fibres shrink, locking themselves together.

When the felting process is complete, a hat body that initially measured nearly 3 feet in height has shrunk to 1/5 that size.

Once blown and formed into shape, the hat bodies are dyed, stretched, blocked, finished, pounced, flanged and trimmed.

All together, there are more than 200 individual steps in the making of a Stetson hat. And although the machinery has changed, the methods of making high quality felt hats have changed little since Stetson made its first in 1865.

So when your customer asks, what makes a Stetson a Stetson? It comes down to high quality furs and the highly skilled hands of Stetson craftsmen. Help your customers compare hats of different quality. They'll see the difference between the velvety softness of beaver and the courser texture of rabbit.

Point out the sweat band. Finer leathers, not surprisingly, cost more than imitation leathers and fabrics. Linings, too, can be of fine fabric or of lesser quality materials.

A high-quality finer fur hat will be slightly thinner with a more pliable brim, than a lesser quality hat.

Higher quality hats, due to their tighter felted body will hold a crease longer.

Color, too, can indicate quality. Dark colors should be rich and deep. Lighter colors should be smooth and uniform.

As you can see, Stetson builds only the finest quality hats. That's what makes a Stetson a Stetson.

But what makes a fine straw hat? Well, the first thing to know is that Stetson straw bodies are hand woven of the highest quality fibres, mainly

## Video

- 26. Spokesman on camera: holds up 2 quality straws
  
- 27. Factory footage/bleaching
- 28. Factory footage/blocking
- 29. Factory footage/rounding
- 30. Factory footage/sewing brim
- 31. Factory footage/edging
- 32. Factory footage/1st pressing
- 33. Factory footage/3 lacquering apps.
- 34. Factory footage/final pressing
- 35. Factory footage/trimming
  
- 36. Spokesman on camera: holds up 2 straws, gestures
- 37. CU on weaves/Brisa
- 38. CU on Weaves/Cuenca
  
- 39. Spokesman on camera:
  - 39a. CU on 2 BU weave/fibre
  - 39b. CU on 8BU weave/fibre
  
- 40a. Spokesman on camera:
  - 40b. CU of X's on a 4X hat
  - 40c. CU of X's on a 20X hat

## Audio

Shantung and Ecuadorian. Once the hat bodies are woven they go through a process of bleaching, blocking, rounding of the brim, sewing of the welt, edging of the brim, a first pressing, three lacquering applications, a final pressing and trimming. All with the same care and craftsmanship that the finest felt receives.

These Stetson straw hats are generally woven into two types of weaves with historic old Ecuadorian names; a 1x1 "Brisa", and a 2x2 "Cuenca". You'll see that the "Brisa" pattern is a plain, even weave, while the "Cuenca" weave is a herringbone pattern.

Which is better? Look closer. The strands of fibre that are woven to make straw hats are measured in units called BU units. The smaller the number of BU units, the finer the strand and the tighter the weave. Therefore, a 2BU weave hat is of finer quality than an 8BU.

Explain the difference in weaves to your customers, they'll understand even better the important differences between straw hats.

You'll probably never sell a hat without a discussion of Stetson's "X" grading system. This is where the customer can most easily see the difference between hats. But make sure your customer understands that the "X" system is a guide to the "comparative" quality of hats. Meaning that a 4X Stetson is of outstanding quality, but a 20X is even better. The difference is the amount of finer furs that go into each hat, as well as different trimmings. Obviously, the 20X will contain a higher percentage of beaver and hare furs. While the 4X will contain a higher percentage of rabbit fur. The "X" System denotes quality in Stetson straws in exactly the same way.

And only compare Stetsons to Stetson using the "X" grading system. No other hat maker grades the quality of their hats the way we do.

## Video

41. Gestures to brim front

42. Picks up a wide crown hat

43. Picks up a narrow crown hat

44. Spokesman on camera: gestures with hats, shift from camera to camera when appropriate.

## Audio

Once you've talked quality with your customer, it's time to shift your expertise to hat fitting.

A person's hat is always going to be a personal choice that reflects the customer's attitudes and personality. But make it your job to guide a customer and help them achieve the look they're after.

Here are some general guidelines.

The front of the brim should be approximately as wide as the widest point of the face, normally the cheekbones.

Generally, a hat can accentuate or minimize certain features.

Wider crowns suit wider body types, narrow crowns slimmer body types.

But, of course, rules are made to be broken and a customer's satisfaction comes first and foremost.

The most important service you can provide is to be knowledgeable in explaining all the options, both in the size of the crown and brim and in the possibilities for shaping and creasing.

Just remember that your sales skills, hat expertise and careful handling all combine to highlight the value that is inherent in a Stetson hat.

Once you've seen the care and attention to detail that goes into each hat you begin to understand that every Stetson is the sum total of over 125 years of hatmaking craftsmanship.

If you speak proudly of the skill required to make fine Stetson hats, your customer will sense the pride that went into making it. And pride is something everyone wants to feel about the hat they wear.

So brush your hats proudly before you hand them to the customer. And by all means keep the hat department fully stocked, in neat order, and with plenty of mirrors. These approaches will help your customers sell themselves, and provide the first clue that your store is proud of, and knows the value of, its hats.

## Video

- 45. Picks up brush and brushes hat.
  - 46. Spokesman on camera: at cash register
  - 46a. Rings a sale
  - 47. Picks up a hat by the crown.
  - 48. Sets it down on its crown
  - 49. Holds up brush and slowly brushes counterclockwise
  - 50. Picks up one color brush, picks up alternate color brush
  - 50a. Picks up a hat
  - 51. Picks up a weather protector
  - 52. Lovingly brushes a hat
  - 53. Puts hat on head as he says last line, tips it
- Fade to black
- Title: Stetson

## Audio

Well, by this time, the questions are answered and your customer has zeroed in on the style, color and shape. It's a done deal and you're ringing the sale. But what's next?

Now, you continue to offer your expertise with a few tips on hat care. True, many of your customers have been wearing hats for years and don't need care advice. But don't be so sure that everyone knows these important tips.

First, always handle a hat by the base of the crown, and avoid excessive handling by the brim.

And never set a hat down upright on its brim. Always place it upside down, so the shape will stay in the brim. Better yet, store it on a hat stand or in its box.

Remind them to brush their hats before storing. And brush only counterclockwise with the lay of the fur.

While you're on the subject of brushing try to sell your customer a hat brush to better care for their new investment. And they'll need two different brushes for their light and dark colored hats.

Remind your new customer that "water resistant" is not "water proof". No felt hat is made to repel a soaking. So if their hat gets wet it should be placed on its crown and air dried. Don't miss an opportunity to sell a hat guard here.

So what's it take to lead the sales board in hat sales? Just a little expertise and a whole lot of pride in the craftsmanship that goes into every Stetson hat. If you show it, customers will sense it, and it will increase their confidence that the investment they've made was the right one.

So become your customer's hat expert. Describe the skill, love and care that went into their Stetson and explain that the Stetson quality they're buying today will be visible years and years down the road.

**Video**

**Audio**

## Video

DataTimes logo appears against black, disappears, timed to a brief swell of music/sound.

Open up in b/w on a split screen close-up of two different types of multi-line business telephones on two desks. We see flashing lights and ringing. Hands reach over and start to pick up each phone.

Screen at right widens to fill frame so that we now see only one person on screen. He picks up phone.

Sam in Sam's office:

Sam's Boss's Office: After establishing that Sam's Boss is speaking through telephone, we cut to Sam's Boss in Sam's Boss's office. He is talking through telephone handset.

Dan's Office: Frame rolls off right side and we are now in Dan's office (the PassPort user's.) He is still reaching for the phone but punches the speaker-phone button instead, we hear his boss.

Fade to black. Music up.

Intro/title sequence: Using the bold type face of the

## Audio



Boss (through phone): "Sam"?

Sam: "Yes, Mr. Stewart."

Boss: "Sam, we've got to figure out some way to keep up with the latest information on this Fromex contract. It seems like, when something breaks, Foster, Buck & Glenn beat us to it and I just don't understand how. If it wasn't so big, it wouldn't matter, but I need the latest on Fromex as soon as it happens. Handle it for me."

Sam looks at the camera with a pained expression on his face. Freeze frame showing Sam with fear in his eyes.

Boss: "Dan?"

Dan: "Yeah, Boss."

Boss: "Dan, here's what I need. You know this Fromex contract, right? Let me tell you, we can't let a bit of helpful information slip by us until this contract is awarded, it's extremely important. We've got to be up-to-the-minute on this thing, it's that big. And that's why I brought it straight to you. Work a miracle, baby."

Dan looks at the camera and smiles a satisfied smile.

## Video

ads, black words on white background rush toward foreground until screen is filled with black, then next word, in white with black background, rushes towards foreground until screen is filled with white, back and forth from black to white until we have read: PassPort: The Ultimate Competitive Intelligence Tool.

Open on extreme close-up (ECU) of business page newspaper headlines that communicate "commerce", "competition", "finance". Various moves and angles on variety of business publications.  
Dissolve into and move on stock page.

Dissolve to ECU on DataTimes Guide, directory pages flip showing volume of sources, allowing viewer to pick up some names as we flip.

Pages continue to flip in slow-motion, then the Guide closes to show the front cover and DataTimes logo.

To black.

Vignette2:  
Sam's Office:

Dan's Office:

Frame rolls off at right.

To black.  
Shot of front entry at DataTimes office.

Dissolve into a discussion in progress between client

## Audio

V/O: No one has to tell you that it's a highly-competitive world out there. One where the winners and the losers are, many times, decided by who's the first with the right information in the right place at the right time.

Plain and simple, in today's business climate, the more information you've got, the more options you've got.

Imagine over 1700 worldwide sources of news and information, updated continuously.

Imagine having access to those sources automatically to gather information critical to your company and your clients.

Now imagine the possibilities. If you can, you're going to appreciate the power of PassPort: The Ultimate Competitive Intelligence Tool from DataTimes.

Sam: "Betty, I'm having an anxiety attack here! Was there anything in the morning paper about this Fromex thing?"

Betty: "I really wouldn't know."

Sam: "Well, I've got to know! (calmer now ) The Boss wants to know. Do this, get a copy of this morning's paper and get a copy of the New York Times, the Washington Post, the Wall Street Journal, uh, what else? Oh, and call a clipping service."

Dan: "Marie? The PassPort Fax has arrived this morning, right?"

Marie: "It's on my desk."

Dan: "Alright, let's have a look."

V/O: PassPort. It's the personalized automated search service from DataTimes.

## Video

and Account Executive. Various angles/moves as they compile list of keywords on legal pad.

Pencil moves down legal pad list of names and subjects. Hand tears off the page.

Dissolve to computer room at DataTimes. Various angles on spinning reels, readouts, etc.

Show FAX transmitting equipment sending FAX..

Hand pulls FAX out of machine.

Graphic: Various possible search subjects are typed as graphics across screen, over a background of computer screen, FAX machines, print outs, people reaction shots.

Terms become more detailed as segment continues.

The above montage is slowly replaced by phone on DataTimes AE's desk. He/she reaches for phone, picks it up and swivels in chair to face camera, then talks.

Vignette3:  
Sam's Office:

Frame rolls off at right.  
Dan's Office or Fax Station:

ECU on LCD readout of a high-dollar FAX machine. It reads "Status: Receiving Transmission". Fax is delivered into the drawer.

Tilt down a PassPort FAX, move past text to the end,

## Audio

And, with PassPort, the emphasis is on automated. Because, once you've decided on the names, subjects and topics that are most critical to you, PassPort takes over and the information flows... automatically.

Each day, PassPort will automatically search the immense DataTimes information base for the names, subjects and topics that you've selected.

When it finds a match, you'll soon have up-to-the-minute information in your hands that you might have missed completely. Or waited weeks to get. And you'll receive that information... effortlessly.

Direct PassPort to provide daily intelligence about your competitors activities, keep closer tabs on your current clients, and provide background on hot prospects. And that's only a hint of PassPort's flexibility.

A daily PassPort search can be as simple or as complex as you require it to be, involving an unlimited number of subjects. Your DataTimes Account Executive will provide ample assistance in designing yours.

And when your information needs change, change your list of subjects, topics and names with a phone call to your Account Executive or DataTimes' Customer Service Department.

Sam: In bunches, a high pile of newspapers is dropped directly in front of Sam, up to eye level, he looks over the top helplessly in a trance-like state.

Dan: (We see the fax machine deposit a transmission and it is pulled out and read, Dan's face registers approval of the contents of the fax, turns and nods to secretary.)

V/O: Each morning, in time for your 8 o'clock executive briefing, PassPort reports in with new information found during the previous 24 hours.

Choose FAX delivery or receive PassPort information directly to your computer.

## Video

it says "End of story reached."

Move on headline for Headlines Only.

Move on headline and text for Headline and Lead Paragraph.

Dissolve to ECU of a keyword, pull back to show the word is in middle of a paragraph for Keyword-In-Context.

Dissolve into a wide move across DataTimes office showing AE's work area.

Vignette4:

Sam's Work Table or Sam's Office:

We see Sam and his secretary working at clipping stories from the paper.

Frame rolls off at right.

Dan's Office:

We see the PassPort Fax on the desk, and with a point-of-view perspective we see the reader (Dan) circling the entries that he wants full text of.

A person is working in an office setting, various logos of world resources start appearing and stacking over one another in the frame, blocking out the person working.

Vignette5:

Dan's Boss's Office:

Frame rolls off at right.

Sam's Office:

## Audio

PassPort can provide you with a Full-Text print out, or a number of other time-saving print out formats, including Headlines Only; Headline & Lead Paragraph; or Keyword-In-Context, which displays only the portion of the story where your keyword appears. You then decide whether to request a full-text print out.

When you want full-text of any PassPort information, one phone call to DataTimes' toll-free customer service line is all that is required.

Secretary: "Oh, this is interesting."

Sam: (anxiously) "What?"

Secretary: "Did you know that Cher has seven tattoos?" Sam: closes eyes and groans.

Sam: "Does the story say where?"

Dan: "Marie, get full text print outs on these for me, please."

V/O: With PassPort behind you, you're doing much more than just keeping up with the news.

You now have the power to track international clients and competitors, explore new markets and business opportunities, research financial information, monitor press coverage and product news and gain a broader perspective on changing world events that can impact your company.

Dan's Boss: "Unbelievable! Fromex put this in a press release?"

Dan: "But nobody ran it..."

Dan's Boss: "Except... the Milwaukee Sentinel".

Sam's Secretary: "Here's what the clipping service

## Video

Sam opens folder, one little clipping flutters down

Various angles and moves ECU on pages from the source directory to give idea of broad range of information available.

Vignette6:  
Dan's Boss's Office:

Fade to black

Graphics: Testimonials are short, succinct. They are supered over the scenes from the various industries. Different talent reads each testimonial.

Shots of an ad agency, with people working.

Shots of a manufacturing facility, office area

Shots of executive in corporate office.

Shots of an oil company office, people working at computer screen.

Shots in a newsroom with, related activities.

## Audio

sent.”

Sam: “Marvelous, they’re to be commended.”

V/O: PassPort’s constantly lengthening list of sources gives you access to current industry information from across the globe, up-to-the-minute news from major news and business wires, transcripts from broadcast programs, industry newsletters, historical financial information and more.

A tremendous amount more.

So what type of business can benefit from the power of PassPort?

A better question might be, what type of business can’t benefit from the power of PassPort.

Boss: “Fromex’s Chairman said this in a speech, huh?”

Dan: “No, it was on Evans & Novak last week.”

V/O: The astonishing flexibility of PassPort has made it an indispensable tool to a wide range of industries and professions.

V/O: In Advertising & Marketing.  
Testimonial: John Lovari, Ayer Worldwide

V/O: In Manufacturing.  
Testimonial: Ross Palmer, Palmer Tube Mills

V/O: In Industry.  
Testimonial: W&W Steel, Rick Cooper

V/O: In Oil & Gas  
Testimonial: Sylvia Mills, W.R. Grace

V/O: In Publishing  
Testimonial: Harold Gaar, The Dallas Morning News.

Sam, looking at a clipping: “Five months old. (Wist-

## Video

Vignette7:  
Sam's Office:

Frame rolls off at right.

Dan's Boss's Office:

Fade to black.

Rapid montage of various FAX machines, computer screens receiving processing information. Actions say "success", "achievement", "commerce".

Montage ends with an ECU of the word PassPort on a FAX or a computer screen. Zoom in.

Vignette8:  
Sam's Office:

Frame rolls off at right.

Fade to black

Rapid dissolves and cuts communicating "Action", "commerce", "success". Shots of people nodding, handing papers to an assistant, talking on phone, gesturing.  
We need to pick these up throughout the OKC shooting day at all locations.

## Audio

fully) It's so nice sometimes to just... reminisce."

Dan's Boss, looking at a neat file of information, closes it: "Current sales figures, current technical analysis, current everything. What more can we ask for? Run with it."

V/O: Accounting firms, law offices, research facilities, academic institutions, consulting practices and industry and manufacturing of all types are finding PassPort delivers the kind of information they need, when they need it.

Automatically, and without sacrificing valuable time searching, more and more companies are finding themselves more fully informed.

Your company should be too.

And with our flexible pricing schedule any company can take advantage of the power of PassPort.

Sam (into his speakerphone): "Tell the Boss he'll have it as soon as I have it. No, don't tell him that, tell him... it's coming together nicely."

Dan: Lays a bound presentation folder in front of his boss, his expression tells us he is proud of it. With a look, his Boss approves.

V/O: Once you've seen the power of PassPort it's easy to begin seeing the potential of PassPort.

And that vast potential is ready for your company to exploit.

With better than 1700 continuously-updated worldwide information sources supporting you, and more coming on-line every month, PassPort gives you a vantage point that will open up your options and raise your productivity and effectiveness to a new level.

In business you're always looking for a com-

## Video

Reuse some scenes previously used in the show, pan down the Resource Guide book, pan faxes, ending up on the word PassPort in print or with a dramatic, positive "people" shot..  
Freeze and fade to black.

Vignette9:  
Sam's Boss's Office:

Fade to black.

Title/Graphic Sequence: Timed to preceding V/O, fade up The Ultimate Competitive Intelligence Tool. Followed by PassPort.

Title/Graphic Sequence:  
Intrigued by the power of PassPort?  
One call today, puts it on-line tomorrow.  
1-800-642-2525.

## Audio

petitive edge.

Keep yours razor sharp. With PassPort.

Sam: brings a folder of paper clippings and print outs, sets it on his boss's desk. Boss takes a look down, says "Here... for your file." and tosses the paper in front of Sam. Camera zooms into business page headline which reads "Fromex Contract Goes To Foster, Buck & Glenn."

V/O: In the information race, somebody's gotta get there first. Make sure it's not the other guy.

# Kizer Incorporated Ram Rocket - Promo Video

## Video

Graphic:: They Said It Couldn't be Done!  
Title fills screen, vibrates, has film scratch and a look vaguely related to a newsreel.

Dissolve to inventor character pouring chemical in a test tube, in a messy lab, plans for rocket are tacked to back wall.

A bright flash or puff of smoke fills screen and indicates discovery.

Cut to several shots of rockets firing upward.  
Dissolve to Ram-Rocket being loaded, then quick shots of rocket flights.

Cut to Ram-Rocket coming to a stop on grass next to a tape measure or 100' marker.

XCU of a recording level meter, it is erratic and finally pegs to right side, smoke comes out.

Pan along a line of people holding Ram-Rockets, a 5-yr old, a 15-yr old, a 50ish-yr old, and an elderly person.

The group begins firing their Ram-Rockets and having fun. Show numerous shots of Ram-Rocket firing, loading, etc.

Dissolve to exterior of retail toy store, people are walking out with Ram-Rockets, inside, other people are lined up ready to purchase Ram-Rockets.

Dissolve to beauty shot of the product with extra rockets, dramatically lit.

## Audio



They said it couldn't be done. The skeptics, pundits and so-called experts said this idea would never fly.

But the flame of inspiration would not flicker out.

And with persistence, perspiration and a little polyethylene, Ram-Rocket® was developed.

Initial Ram-Rocket® testing amazed even its inventor.

Dizzying altitudes were reached.

Soaring flights of over 100 feet were recorded.

Astonishingly, Ram-Rocket® creators had invented a toy so fun it bent the needle on the Fun Meter.

Five-year-olds loved it. As did fifteen-year-olds, fifty-five-year-olds, and one-hundred-and-five-year-olds.

It seemed Ram-Rocket® was flying-polyfoam fun that cut across all age groups, demographics and income brackets.

It was a toy that put power in the hands of... the people.

And once Ram-Rocket® was in their hands, storeowners found you had one heckuva tough time getting it out of their hands.

Needless to say, Ram-Rocket® sales took the fast lane to the stratosphere.

And the rest, as they say, is pneumatically-activated-manually-actuated Ram-Rocket® history.

Kizer Incorporated  
Ram Rocket - Promo Video

**Video**

Graphic: Tough Tested

Graphic: The Original

Graphic: Ram-Rocket logo zooms toward viewer in  
synch w/SFX: Stays on frame

CU shots of Ram-Rocket as it crosses frame in synch  
with SFX. Rockets cross frame slower than real time  
and are lap dissolved and layered to create an active  
background.

Graphic/logo: Chasco

Graphic: 1-800-329-TOYS

Fade to black.

**Audio**

SFX: Clang! Heavy-sounding sound effect hits in  
synch with words.

SFX: Builds to a quick climax and builds into simple  
synthesizer/SFX stinger.

Annrc: Ram-Rocket®.

100% fun manufactured 100% in America to meet  
all government safety standards.

Sold exclusively in independent specialty toy stores.

# Kizer Incorporated Express Personnel Services - Franchise Video



**Video**

**Audio**

Employer begins talking on-camera about his particular needs as an employer, he is seated at his desk or similar. Initially we are using voice-on camera, but use cutaways of his employees on the job as transitions.

Title: Express Excels.

Shots of Bob Funk in his office, various angles for transitions and movement.

Title: Robert A. Funk, President  
Express Services, Inc.

Spokesperson on-camera at Express Office.  
Title: (Person's title)

T-monial: "After 25 years in this business we know when our hot periods are coming, but it still isn't viable to hire a permanent employee for these 2 and 3 week stretches. That's when we call Express. Because through the years we've discovered that when it comes to matching the right person to a specialized task, Express excels"

Funk: "In 1983, the founders of Express Personnel Services saw an opportunity to begin building a new type of temporary personnel agency; one offering a full range of personnel services with a level of quality and service that no other agency could match. In the years since, the growth of Express Services has met and exceeded our expectations. With our yearly sales now well over 500 million dollars, and with our 100 millionth hour already in the record books, Express Services is looking forward to a new era of expansion and growth.

Our company was founded on the simple motto 'Expect Excellence'.

We expect it of ourselves. Our clients and employees expect it of Express.... America's employer."

Anncr: With the opening of over 200 franchise offices across the United States and Europe in a little more than a decade, the success of Express Personnel Services has written a new chapter in the history of the personnel industry in America.

And that rapid growth has not gone unnoticed. Inc. magazine has named Express to its yearly list of the 500 Fastest Growing Companies; Women's Enterprise has repeatedly selected Express as one of its 100 Best Franchises for women; and our

Kizer Incorporated  
Express Personnel Services - Services Video

**Video**

Various shots of Express office interior showing activity, people working, walking, talking.  
Shots of all three company logos in some form; brochure, on wall, etc.

Graphic: Temporary division logo.

Graphic: Express Personnel division logo.  
Graphic: RWJ division logo.

Spokesperson on camera.

**Audio**

peers have honored us with a number of prestigious awards and commendations

Together it proves that, in a very short time, Express Personnel has won a leadership position in leading American industry.

Express Personnel Services is comprised of 3 divisions to fill the comprehensive temporary and permanent personnel needs of our clients.

The Temporary Division contributes more than 1/2 million hours per week to meet the short-term and peak workload demands of client companies. Express Personnel Service, our permanent placement service, has made more than 50,000 successful matches between applicants and employers.

And Robert William James & Associates, Express' executive recruiting division has successfully placed thousands of management personnel in some of America's top corporations.

From the shop floor to the executive suite, Express Services recruits, screens, hires and assigns employees with all levels of skills and degrees of experience to positions that require those specific skills. And we do it better than anybody else.

Yes, in 1983 the founders of Express Personnel Services saw an opportunity for growth within a growing temporary personnel industry. Now, you can look at that success and better visualize your own. Because an opportunity for rapid growth still exists in temporary personnel. And with the coming shortage of skilled workers that has been forecast, American business will, in the future, turn increasingly to professional recruiters to find and hire qualified staff.

Here's a snapshot of one of the fastest growing industries in the country today.

Surveys by the U.S. Chamber of Commerce show that more than 98% of all American companies use temporary help at one time or another.

Temporary help has averaged growth of 10%

## Video

Graphics/Titles illustrate statistic.

Graphics/Titles illustrate statistic.

Graphics/Titles illustrate statistic.

Graphics/Titles illustrate statistic.

Spokesperson on camera.

Training seminar in progress.

Head of FDD, Gunderson works, looks at map, talks on phone.

Gunderson looks up at camera and talks..  
Graphic: (Name & title)

## Audio

over the last five years, exceeding \$18.3 billion in 1992, up from \$9.2 billion in 1985. According to recent surveys, one out of every 104 jobs is a temporary help position.

Temporary services employed 6.5 million workers in 1990 with over 1 million assigned to temporary positions daily. And the U.S. Department of Labor predicts the industry will be a major contributor to the American economy throughout the 90's and beyond.

But, here's a question. Why not take advantage of this phenomenal growth with your own independent temporary personnel office? The answer is obvious, and the odds are good that you're already aware of it or you wouldn't be actively pursuing a franchise opportunity.

In the Express franchise system you benefit from tested systems and procedures, training techniques and a solid support mechanism; all here to help in the development of your business, and be there when course corrections are needed.

Express' Franchise Development Department oversees and monitors the day-to-day progress of each office, plus, each Express office is assigned its own regional developer or representative to provide on-site assistance.

This system of ongoing support is critical to the rapid success of a new Express office, and it's responsible, in part, for the company's unprecedented growth.

As a member of the Express franchise system, your success depends on many factors, but the most important factor... is you.

You'll make the decisions for your office, plot the strategies. And reap the rewards.

But with Express Services, your success is our success. And here is what we'll be contributing to help you reach the level of success you're working for.

First, Express offers 100% financing for all tem-

**Video**

Shot of people making entries in accounting system computer, checks printing, other related activity.

Gunderson shifts to right side in frame, list of features scrolls by on left.

Gunderson holds up video box, brochure.

Gunderson on camera

Testimonial: Linda and Kevin Sasser

Spokesman on camera.

Shots of interviews in progress.  
Shots of workers on various jobs.

**Audio**

porary employee payroll, along with invoicing and administrative reporting through our multi-million dollar payroll processing and billing system.

Further, Express supports franchisees with comprehensive management training, national advertising, a national network system, computerized reporting, credit and collections assistance, on-site training for management, operations and sales staff, site selection assistance, assistance with staff selection, plus, all the accumulated knowledge of the combined Express Personnel Service operation. And all of that experience will be available to you through a tested-and-proven system of manuals, training videos, workshops and network meetings.

Your direct responsibilities will include obtaining the proper licenses, selecting a site, hiring a staff, participating in training programs, placing local advertising, and presenting and maintaining the professional image of Express Personnel Services.

In short, the success of your franchise and the success of the franchise group are linked, one supporting the other.

Testimonial: Saspers They discuss important aspects of their experience.

The Express Advantage is not just for the employers we work with, it's also shared by the employees we recruit and assign.

Working as a temporary employee is increasingly becoming an option of choice for a broad cross section of American workers; workers who require flexible scheduling or temporary employment between permanent positions. And you can put yourself in a position to take advantage of this rapidly increasing trend.

American business is downsizing, rethinking and restructuring itself. And at Express Personnel Services we believe we have an important role to

Kizer Incorporated  
Express Personnel Services - Franchise Video

**Video**

Smooth montage of images of temp workers working. People shots mixed with manufacturing shots and relaxed, casual shots.

Express workers working, meeting, typing at computer, handling checks as they are printed.

Quick-cut segment, video treated grainy, shows variety of Express temp employees: manufacturing, construction, medical, marketing, sales, distribution, etc.

Spokeperson on camera.

Title: Express logo rises from black, fades out.

**Audio**

play in the process.

Through three Express divisions we channel the skills and experience of working men and women into areas where they can be most productive.

Handling temporary and permanent staffing needs for manufacturing, construction, medical, marketing, sales, distribution and a broad range of other industries. Since 1983 that has been where Express.... excels.

If you're seriously considering a franchise opportunity in the temporary employment industry, let us arrange for you to meet with our franchising team for a detailed discussion.

You'll leave knowing, as we know, that Express is a poised, ready to enter a new stage of growth. And you can be a part of it.

## Video

Will Rogers, framed in close with hat on back of head, b/w footage treated to appear to be actual footage of Will's day.

Shot of exterior of Business Resource Center that shows people behind glass in lobby area working, moving around.

Shot of BRC conference room with people seated (civic leaders and BRC staff) in a discussion.

Several CU shots of faces expressing agreement, etc., as they talk.

Montage of beauty shots of a mix of Oklahomans at work, looking up from their jobs, smiling.

Graphic/Title:

Sharing A Vision And A Commitment.

Oklahoma Gas & Electric

Business Resource Center

B/w footage treated same as above.

At conference table of the BRC, 4 people are hard at work with charts, graphs, brochures of various companies, plotting strategy.

## Audio



Will Rogers: It doesn't matter how many miles this old rope thrower travels or where I might live presently, I'll always call Oklahoma my home. I'm a big believer in Oklahoma... because, if America is the land of opportunity, would you look at Oklahoma... sitting smack in the middle of it. When a stateful of people are this strong, able and full of gumption you've got to believe in them.

Voice Over: Oklahoma Gas & Electric shares your belief, Will. It's the reason for our strong commitment to economic development in Oklahoma and Western Arkansas, and our establishment of the Business Resource Center and all its associated programs.

Acting as a conduit between prospective businesses and local communities, the Business Resource Center is a world-class program designed to take the vision of the future that your community shares and make it a reality.

And all the technology and capability of the Business Resource Center is available to Oklahoma's communities without charge.

OG&E's commitment, along with that of our communities, has had tremendous impact on the state of Oklahoma over the past 25 years.

We look forward to the next 25. And beyond.

Music builds to dramatize titles.

Will Rogers: Comment

VoiceOver: OG&E's first task in assisting you in increasing economic activity in your community is to understand and help you define your goals. And here, our experienced economic development profes-

## Video

Mix of faces, reaction shots, close-up (CU) shots of printed materials, hands turn pages, activity.

Notebook closes, on the cover it says, "Industry Acquisition Marketing Strategy" with BRC logo.

B/w footage treated as before. Fade to black after.

Dissolve up on MS of BRC staffer talking, gesturing, he is presenting an idea to civic leaders. Shot widens until we see backs of his/her audience's heads,

Door opens on the BRC Presentation Center, we see people watching a session. Camera moves to front of the room and shoots back on the control panel area.

Cut to control panel, slow pan monitors, etc.

Cut back and forth between fingers punching buttons, and the result of the action on the screen.

Show representative shot of buildings, sites.  
Show representative shot of downtown area and/or some civic activity.  
Show screens of population, tax, demographic data

B/w footage treated as before. Fade to black after.

Quick cuts and dissolves that illustrate equipment/capability of BRC, video disc, tape equipment, map/chart plotters, etc.

## Audio

sionals are invaluable. Through the technology of the Business Resource Center they will assist you in focusing on community strengths and in developing a profile of the type of new business that might respond favorably to your community's particular set of advantages.

Once a direction has been set we go to work making a match.

Will Rogers: Comment.

Voice Over: OG&E's community and economic development program is aggressive, flexible, mobile and on-going. Staff members spend a great deal of time in the field taking Business Resource Center programs all across our service area.

And in support of them is a world-class facility for showcasing your communities strengths... the Business Resource Center's Presentation System.

Through this high-tech marvel of laser and video technology, prospective companies can quickly and conveniently focus their interest on selected communities that can best meet their needs.

By simply pushing buttons on an electronic menu prospects can visit available buildings and sites in your community and get a general feeling for life there. They can compare utility and tax rates; learn about labor availability and lifestyles; and have instant access to a tremendous amount of other data.

WillRogers: Comment.

VoiceOver: The investment in technology for the Business Resource Center was immense - and ongoing - and all that capability and power is available to your community for free.

## Video

B/w footage treated as before. Fade to black after.

Dissolve into a selection of BRC ad materials.

Dissolve to "electronic rolodex" box, other DM campaign elements.

CU of computer printing out labels/lists.

Several shots of a meeting/tour of civic leaders/BRC staff and prospect on the steps of a important looking downtown building. or landmark.

Testimonial by representative that is intercut with shots of his business/products/employees, allowing opportunity to cut together the best parts of his remarks.

Quick shot of Workshop in progress, followed by reaction shots of participants. Show some of the printed materials that are part of the workshop, pan down list of economic development considerations, pencil checks off critical ones.

An ED Workshop participant sums up the benefits of

## Audio

That is powerful proof of OG&E's commitment to, and investment in, economic development in Oklahoma & Western Arkansas.

Will Rogers: Comment.

VoiceOver: But the work of attracting and developing business for our communities requires a broad mix of programs. And the Business Resource Center has these in place, reaching out to target markets across the nation and the globe.

Ongoing regional and national advertising creates awareness of our area and generates solid leads.

Direct mail programs target and reach selected industries.

Our Business Development Section can create customized prospect lists of businesses in the expansion or relocation mode.

And, once contacts have been made, the economic development professionals at the Business Resource Center are ready to support your community's economic development leaders in presenting and promoting your community in the most favorable light.

T'monial: Representative of relocated/expanded company offers comments on how the BRC helped assisted in acquainting him with facts and figures about Oklahoma as well information about the people/work ethic/lifestyles.

VoiceOver: To assist community leaders in understanding what is required to conduct a successful search for new business, OG&E offers a number of special programs.

Our Economic Development Workshop is one.

T'monial: Civic leader who attended Economic Workshop offers comments.

VoiceOver: The Business Resource Center's Team Training 2000 program, helps communities orga-

## Video

ED Workshop with his remarks broken up by cut-aways of seminar in progress.

Shot of TT 2000 group member holding up Community Profile data book. Gestures with it. Other group members, look up from their copies and nod, express agreement with speaker.

TT 2000 committee, (with name and title super) member comments on benefits of his town's initiation of the TT2000 Program.

Dissolve into and out of shots of company logos of companies that have relocated to OK/WA. These shots continue in the background as program names are supered over them.

VoiceOver reads company names in synch with title,

Corporate executive (with company name and title graphic) comments on how his company has taken advantage of these programs, with positive results.

Montage of still beauty shots of towns, cities, workplaces, employees, giving feeling of Oklahoma prosperity, happiness.

B/w footage treated as before. Fade to black after.

Dramatic video footage of people working at high-paying job. On the assembly line at GM, at Tinker field on jets, at Hitachi on hard drives, students at a vo-tech work at computers.

## Audio

nize their economic development efforts and present themselves more effectively to business prospects. An advanced level of Team Training 2000 is also available to further sharpen the skills of civic leaders.

T'monial: Civic leader who has attended/benefitted from the Team Training 2000 program.

VoiceOver: And there are many other programs offered through the Business Resource Center that provide the information that prospective businesses need to make positive expansion and relocation decisions. Like....

The New Market Development Program  
The National Accounts Program  
The Suppliers Program  
The Market Survey Program  
The Retention & Expansion Survey Program  
Local Manufacturers Council  
Manufacturers Exchange

T'monial: Representative of relocated/expanded company offers comments on one of above programs.

VoiceOver: At OG&E we're committed to your community's economic development with more than just our experience and energy, We're committed with our financial strength. That financial commitment frees your economic development budget dollars for other important uses.

WillRogers: Comment.

VoiceOver: With determination, pride and a strong work ethic, Oklahoma and its people have come a long way since the days of Will Rogers. And as we move toward the next century, those same characteristics are bringing major companies

## Video

Shots of workplace where plastic is formed, at a food processing plant, a manufacturing plant

As music builds, a video recap revisits many of the most dramatic bits of video from the production.

In video, sparks fly off of grinder/welder etc, in synch with words "positive energy"

Dissolve to a OG&E logo on door of the BRC, logo becomes animated and moves to fill center of screen. Phone number comes up. Fade to black except for number, it remains up for 10 more seconds, then fades.

## Audio

to Oklahoma in ever-increasing numbers.

Aviation, manufacturing and food processing; the wide diversity of this mix of new business is historic in Oklahoma. And our success represents a major commitment by many.

OG&E is proud to have played a part in this renaissance.

And our commitment will remain strong. With an increasing list of programs designed to identify and attract new business, form and strengthen our community partnerships, and provide a charge of positive energy to their economic development efforts.

Let OG&E and the Business Resource Center put positive energy to work for your community. Call your local OG&E manager or the Business Resource Center at 1-800-627-3464.