



SCRIPT — Government Video

Project Gate

U.S. Department of Labor/ Small Business Administration

Creative Director & Scriptwriter: Anne Schwab

In conjunction with Impac Marketing

Video

FADE UP FROM BLACK

- 1. LOCATION:** Winding stone walkway (along unseen office building) surrounded by trees and leading to a fence and gate.

CAMERA: (inside fence) High-angle **MWS** overlooking walkway which begins upper right of frame and ends at gate, lower frame just left of center. Narrator walks into **MS** at gate. On "And just like opening a gate..." narrator opens and walks through gate past camera in **CU** and exits lower left frame.

DIRECTION: Narrator enters scene from upper right of frame, delivers lines as he walks toward camera, ending at the gate on "...expand a present business. On "And just like opening a gate..." narrator opens and walks through gate past camera.

Audio

MUSIC: Upbeat sound track.

AMBIENT SOUND: birds, neighborhood sounds.

NARRATOR: (Outside 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.

But what does Project GATE stand for? *Growing America Through Entrepreneurship*. And just like opening a gate, Project GATE can open a world of self-employment opportunities.

SOUND EFX: Gate opening.

2. LOCATION: Just inside front door of office.

CAMERA: $\frac{3}{4}$ OS, slight tilt, focused toward French doors and the outside. Camera frames on left by fireplace and mantel with photos in frames. Pushes to MS on, "A successful, new business..."

DIRECTION: Narrator enters door from outside on Opening Cue: "To help you explore..." and Closing Cue: "...entrepreneurship." Gestures camera right, "The U.S. Department of Labor," and gestures camera left, "the Small Business Administration."

CG of logos appears on the screen on, "entrepreneurship."

DIRECTION: Narrator leans on mantel, camera left, to deliver last line. Frame balanced on right by French doors.

3. DISSOLVE TO LOCATION: Spacious office.

CAMERA: XW OS of narrator seated at a desk in a large, organized office. Pushes in for MS for narrator to deliver last line Cue, "And that's where..."

CG of type over image above narrator,
+ Free business training
+ Private business counseling and
+ Assistance with your loan application.

SOUND: Music bed, low volume for warmth and mood. Sound of door closing.

NARRATOR:

To help you explore the possibilities of entrepreneurship, the **U.S. Department of Labor** and the **Small Business Administration** are teaming up to create Project GATE—a program to help you develop the skills to expand or start a small business. Successful, new businesses, after all, create jobs and strengthen our local and national economies.

NARRATOR:

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.

4. CUT TO LOCATION: Tabletop with stack of 3 training manuals.

CAMERA: XCU of manuals. Pulls back to a **MS** and pans manuals. Pulls back to a **MS** to include narrator seated on credenza next to manuals. Dollies past narrator as he delivers lines.

DIRECTION: Narrator sits on edge of credenza next to manuals. Facing manuals at camera left, turned toward camera.

CG of type over desk left of narrator,
+ Fill out and submit an application
+ Are legally authorized to work in the United States and
+ Present a legal business idea.

PROPS: Stack of 3 training manuals with labels on spines: **U.S. Department of Labor; Small Business Administration** and **Project GATE.**

5. DISSOLVE TO LOCATION: at office door and hallway.

CAMERA: Full-length of narrator, slightly right of center. Keeps focus as narrator walks toward camera. Pushes in to **CU** as narrator delivers last line, "So periodically..."

DIRECTION: Narrator leaves office and walks toward camera, pauses twice as he delivers lines.

NARRATOR:

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.

NARRATOR:

Project GATE is a demonstration program that can help you start or expand a small business. But what exactly *is* a demonstration program?

A demonstration program is a research project that helps the government evaluate the effect of government services.

In addition to helping you start or expand a small business, data collected from Project GATE will help evaluate the success of the program. So periodically you'll be asked for information about your new business and employment experiences.

6. DISSOLVE TO LOCATION: Just left of previous shot, in front of wall with clock and table. Hallway of previous shot fills right of frame.

CAMERA: Crop Shot below waist of narrator. Pushes in for **CU** of hands flipping coin, then **XCU** of right hand over left. **XCU** of right hand lifting to reveal coin with Project GATE logo.

7. CUT TO LOCATION: Another office.

CAMERA: MW of narrator seated in front of a desk. **Tilt up** of narrator framed by glass doors just outside office. Hand-held, moves in to a **MS** as camera enters office. Eye-level **MS** left of narrator as he turns toward camera, "Now, I'm sure you've...", and ends, "...leader in the community." Returns to first **tilt up** just inside door for, "And for many business owners..." ending, "fail in the first 4 years."

CG of bullets and type left of narrator, "Insufficient capital..." to ..."economic conditions."

8. CUT TO LOCATION: Inside same office.

CAMERA: MS of narrator through "...you and your family." **CU** and **XCU** of bowls and balls being dropped.

PROPS: Two glass bowls. The "Rewards" bowl is $\frac{1}{4}$ filled with green balls. The "Risks" bowl is $\frac{3}{4}$ filled with red balls.

NARRATOR: (standing)

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. That's right. You have a 50/50 chance of being selected.

NARRATOR: (seated in chair in front of desk and beckoning camera)

Come inside for a moment, there are important issues we need to talk about.

(turns toward camera) Now, I'm sure you've all heard the success stories of owning your own business. Be your own boss. Manage employees. Become a leader in the community.

(turns toward camera) And for many business owners the rewards are great. But the risks are even greater. $\frac{1}{3}$ of all businesses fail in the first 2 years. $\frac{1}{2}$ of all businesses fail in the first 4 years.

(turns toward camera positioned behind desk)
So why do business fail?

- + Insufficient capital.
- + Lack of experience in running a business.
- + A poorly developed business plan.
- + A bad location, or
- + Unfavorable economic conditions.

NARRATOR: (seated on edge of desk with 2 bowls in front of him one labeled, "Rewards," and the other labeled, "Risks.") (Drop ball for each risk.) *Starting your own business is likely to be a stressful time for you and your family. *Most business owners work over 40 hours a week. *One in 4 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.

CAMERA: moves from **MS** of seated narrator and bowls, to **CU** and **XCU** of bowls and dropping balls.

DIRECTIONS: Narrator drops red balls into "Risks" bowl on each point in script beginning, "Starting your own business..." and ending with, "And no retirement savings."

9. DISSOLVE TO LOCATION: Conference room.

CAMERA: MS slight **OS**, narrator filling left frame with a crop from head to top of legs sitting on edge of conference table. Opening Cue: "Now, if you've considered..." Closing Cue: Pulls out to three shot **WS** to include opposite end of table with a consultant and a Project Gate participant. Opening Cue: "First, a professional business counselor..." Closing Cue: "...that best fit your needs." Pushes in to **MS** of counselor and client.

CG of type over counselor and client. Opening Cue: "marketing." Closing Cue: "business registration."

10. DISSOLVE TO LOCATION: Another office. Scene: Large desk in cozy office with counselor behind desk and two possible clients, one on either side of the corner of the desk.

CAMERA: WS of office Opening Cue: "At the end..." Closing Cue: "...their help and support." **Tilt down MS** to see applications over the shoulders. **CU** and **XCU** of application, turning application pages, the Participant Agreement form.

NARRATOR:

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.

First, a professional business counselor will assess your business skills and experience and decide on the services that best fit your needs.

NARRATOR: VO

Next, you will 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.

NARRATOR: VO

At the end of our session today, you will be given an application for inclusion in Project GATE. (Counselor passes the applications over the desk to the potential clients.) Please take the application home. (Potential clients talk between themselves.) Talk the idea over with your family and friends since you'll need their help and support.

11. CUT TO LOCATION: Opposite end of conference table.

CAMERA: MS, tilt up of standing narrator loaded left in frame.

CG bullets and text on right of frame.
Opening Cue: "List any experience..."
Closing Cue: from the **Department of Labor.**"

12. DISSOLVE TO LOCATION: A mailbox with red flag.

CAMERA: MS of mailbox pushes in to **CU** as a left hand opens mailbox. **XCU** of application placed in box with right hand. **XCU** and tilt up as hand flips red flag in upright position.

DIRECTION: Actor's hand opens mailbox with left hand and places application in box with right hand. Narrator flips red flag in upright position with right hand.

CG: Phone number on 30% opaque background over still of mailbox.

PROP: Envelope.

13. DISSOLVE TO LOCATION: The mailbox with red flag.

CAMERA: MS of mailbox pushes in to **CU** as narrator's left hand open mailbox. **XCU** of response letter taken from mailbox. **CU** of response letter being opened and reading, "Congratulations!" **CU** pushed in to **XCU** of letter opening to camera.

NARRATOR: (delivers lines to camera)

The application is important and 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. You will also be asked to sign a Participant Agreement, which allows researchers to obtain data from the **Department of Labor.**

NARRATOR: VO

Mail the completed application directly to Project GATE. A postage-paid, self-addressed envelope is provided. All information on your application is kept confidential.

NARRATOR: VO

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 2 weeks, you may contact Project GATE on our toll-free number, 1.866.677.GATE.

PROPS: Response envelope. Sheet of paper folded in another opened envelope.

DIRECTION: Hands remove letter from mailbox then open letter to camera.

14. DISSOLVE TO LOCATION: Standing by the French doors he entered at the beginning of video.

CAMERA: $\frac{3}{4}$ shot of narrator loaded left in frame.

CG: of text running camera right, Opening Cue: "Fill out application." Closing Cue: "...legal business idea."

15. CUT TO LOCATION: Walkway back up toward gate.

CAMERA: CU of narrator's feet on walkway/path walking away from camera. Opening Cue: "Whether or not..." Closing Cue: "...self-employment path..." Pull back to **Full-length** of narrator as he reaches the gate and turns toward camera. Opening Cue: "...we, at the Department of Labor..." Closing Cue: "...best of luck...and success."

NARRATOR:

Starting a business is not for everyone, but it may be right for you. If you're interested in Project GATE, we invite you to apply. You must:

- + Fill out an application.
- + Be at least 18 years old
- + Be legally authorized to work in the United States and
- + Present a legal business idea.

NARRATOR:

Whether or not you decide to take the self-employment path, we, at the **Department of Labor** and the **Small Business Administration** wish you the best of luck...and success.

