SCRIPT—Government Video

e-Gov Travel

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VIDEO	AUDIO
Open: **FADE UP FROM BLACK:** 3D animation of "e-Gov Travel"	
Visuals: DISSOLVE to airport scenes **Visuals:** CUT TO actor walking toward camera pulling a small suitcase through various airport locations, W Shots, Dutch tilts and long shots of airport, short focal lengths for out-of-focus backgrounds, rack focus, geometric shapes, swish pans, repetitive motifs—railings, vaulted ceilings, polished hallways, rows of planes, check-in desks, stainless steel elevators. Snap focus and overexposures from windows, film filters, 2nd camera is Steadycam.	**Sounds:** Ambient airport sounds. **Sounds:** low under *[CUE MUSIC]*
Visuals: WS of narrator, soft focus, tilt of walking feet, blown out windows. **Visuals:** narrator stops walking and looks into camera	**Narrator:** Hello, I'm Marie Corcoran. What do you and I and 60,000 other federal employees do every work week? **Sounds:** ambient airport sounds and voices over PA system
Visuals: narrator spins with arms lifted—MS, WS, WIDER SHOT until we are out of the terminal and into space.	**Sound:** ambient airport sounds
Visuals: footage of the bird from *Superman, the Movie* flies by the lens	**Narrator VO:** (echo) We tr-a-a-a-a-a-vel!

Note: narrator changes into 3-4 different outfits and hairstyles	
Visuals: CUT TO CU and MS of narrator pulling her bag in airport	**Narrator:** With more than 3 million government trips booked every year, travel management has become, well, total unmanageable.
Visuals: character Spiderman getting tangled in his spider webbing	**Narrator:** And would take a super hero to unravel.
Visuals: CUT TO scenes at airport—booking agents, reservation desk, food concessions, waiting room, Dutch tilts, rack focuses **Visuals:** CUT TO tent card on reservation TEXT ON SCREEN: "Government Preferred Program"	**Narrator VO:** For example, when we book a trip, how do we know if we're using a government preferred program…
Visuals: WS of hotel or airport **Visuals:** footage of narrator getting out of rental car or cab at hotel or airport	**Narrator VO:** …for airport, hotel and car rental?
Visuals: various shots of Superman flying with Lois Lane, Spiderman traveling on his webbing and Batman jumping off building for a soft landing on pavement below, a bit jumbled FREEZE FRAME ON BATMAN **Visuals:** flashing over Batman: "No Online Registration"	**Narrator:** And without inter-agency standards—all 100 plus Federal agencies use their own individual travel systems... …with no online integration. Holy Batman, we've got a problem.
Visuals: DISSOLVE TO animation of piles of invoices, papers stamped "redundancies," and a huge stack of invoices labeled "government costs"	**Narrator VO:** The inconsistencies and redundancies generate, as you can imagine, huge costs for the government…
Visuals: CU narrator directly to camera	**Narrator:** …and for you and me the taxpayers.
Visuals: CUT TO animation of Betty Boop holding onto her tiny waist	**Narrator VO:** To streamline the government, however… **Sounds:** Betty Boop
Visuals: footage of Fay Wray—from the original King Kong—looks up with her eyes apparently seeing King Kong off camera and screams	**Narrator VO:** …something had to "change"…big time! **Fay Wray:** screams at the thought of change.
Visuals: CU of narrator smiling and getting into stainless steel elevator	**Narrator:** But change can be a good thing too.

Visuals: footage of the White House with aerial view **Visuals:** sign: "President's Management Agenda"	**Narrator VO:** Shortly after taking office way back in 2001, President Bush announced the—President's Management Agenda—with strategies for consolidating and streamlining the government.
Visuals: MS of elevator doors open and narrator walks off	**Narrator:** As part of this sweeping initiative he launched e-Government and e-Gov Travel.
Visuals: MS of narrator **Visuals:** logo of "e-Gov Travel" over background of royal blue sky and puffy white clouds or high-tech images	**Narrator (on camera and VO):** e-Gov Travel, an aggressive inter-agency electronic information and web-based management technology, harnesses the power of the Internet and transforms government travel.
Visuals: layered Internet, wires, satellite and global images	**Narrator VO:** In the 90's, the commercial market first recognized the importance of the web on global communications and electronic commerce.
Visuals: CUT TO footage—from *Superman*—of Clark Kent as a teen running and passing a speeding train	**Narrator VO:** Following the commercial lead, the government jumps on the fast track to 'catch up' with Internet technology. **Sound:** from *Superman* movie sound track. **Sound:** train whistle
Visuals: narrator at magazine stand buying a magazine with e-Gov Travel on the cover	**Narrator:** Today federal agencies fully embrace the latest innovations on the Internet…
Visuals: DISSOLVE TO layered electronic and government images	**Narrator VO:** …and e-Government, in particular, as it revolutionizes the way the government does business…
Visuals: CU and XCU of narrator	**Narrator VO:** …more responsibly. More efficiently. More cost effectively.
Visuals: footage of airplanes in a holding pattern on the tarmac or in the air	**Narrator VO:** The benefits to you the traveler as well as to the taxpayer seem endless. e-Gov Travel—
Visuals: MS of narrator drinking a cup of coffee in a café	**Narrator:** or ETS—is a commercially-hosted service with 24-hour access.
Visuals: WS of narrator with coffee revealing a pile of money	**Narrator:** And the government stands to save $ billions.

Visuals: stylized laptop with list appearing one by one on the screen:
  1- Online Reservations
  2- Automated Authorizations and Vouchers
  3- Travel Agency Support
  4- Reimbursements
  5- Interfaces with Agency Systems
  6- Heightened Security
  7- Standardized Data
	Narrator VO: ETS includes the total integration of:
	1-Online Reservations
	2-Automated Authorizations and Vouchers
	3-Travel Agency Support
	4-Reimbursements
	5-Interfaces to Agency Systems
	6-Hightened Security
	7-Standardized Data
	
	Sounds: typing

Visuals: footage of travelers, CU of feet in slow motion and ramp motion **Visuals:** TEXT ON SCREEN: "$2 billion on Airfare"	**Narrator VO:** The government expense for travel is enormous…more than $2 billion a year on airfare alone.
Visuals: narrator working on the laptop computer screen swirls like a black hole—footage from a Harry Potter movie. TEXT ON SCREEN: SELF-SERVICE PORTAL	**Narrator Two:** Entering a single self-service portal…
Visuals: CU of narrator's hands typing a name on a computer form	**Narrator VO:** …enter your information, just once. How's that for greater employee productivity and cost reductions? **Sounds:** typing
Visuals: CU of computer screen with roll up TEXT ON SCREEN: ● transparent process ● cost controls ● accurate budgeting ● fee negotiating	**Narrator:** The single portal assures a transparent process, cost controls, more accurate budgeting and fee negotiating.
Visuals: footage of a thick forest in overhead shot	**Narrator VO:** Most functions of ETS are electronic with a small carbon footprint saving millions of acres of forest every year. **Sounds:** helicopter
Visuals: ballpark	**Sounds:** cheering crowd at a ballpark.
Visuals: footage of a crowd at the coliseum **Visuals:** footage of Roman emperor giving "thumbs up"	**Narrator (on camera and VO):** Travel managers give and overwhelming "thumbs up" to e-Gov Travel.

	On-camera Interviews with two travel managers addressing the points below and others. Managers have control over variables like travel policy, supplier preferences, negotiated airfares, as well as hotel and car rental agreements. A glance at a computer screen shows a manager the total, itemized expenses for each trip in their department. And identifies incorrect billing.
Visuals: Footage of hand knocking on a door. Camera moves up to the sign on the door, 'Gone Fishing,' then moves to cu of narrator with look of disappointment.	**Narrator VO:** Remember the good old days trying to track down a supervisor to get an authorization? With ETS it's only a click away!
Visuals: narrator in hotel room with open suitcase and her laptop.	**Narrator:** ETS automatically calculates per diems...which comply with agency policies." WOW.
Visuals: CU of computer with narrator typing on keyboard	**Narrator:** Trip vouchers travel electronically for rapid expense reimbursements.
Visuals: footage of King Kong "dropped" into the frame	**Narrator (on camera and VO):** Any new service can seem like the proverbial 800lb gorilla in the room. But it gets better. **Sounds:** thumping **Sounds:** Sounds of King Kong
Visuals: footage of hand lifting King Kong on screen up and off the screen revealing narrator	**Narrator (on camera and VO)**
Visuals: Various shot lengths at training seminars, happy, attendees, heads shaking in approval, friendly instructor at head of room.	**Narrator VO:** Studies show that making a total commitment to the service and using it on a regular basis assure travelers have a more positive, long-term experience.
Visuals: narrator on moving sidewalk in airport. **Visuals:** 2-S narrator passes a stationery billboard of a Geico ad, "Even a Caveman Can Do It."	**Narrator (on camera and VO):** ETS gets easier and easier so "Even a Caveman Can Do It."
# WRAP UP	
Visuals: MS & WS of narrator standing at gate ready to board plane	**Narrator:** Finally, there's e-Gov Travel. A single self-service portal for efficient, effective and economical governmental travel.
Visuals: ECU of narrator snapping fingers	**Narrator (on camera and VO):** You book your own air and train travel, hotel accommodations and car

	rentals. Now authorization is a snap.
Visuals: MS and CU of narrator, with a happy expression, holding up check	**Narrator VO:** With instant voucher submissions, we travelers get speedy reimbursements too.
Visuals: narrator getting on plane	**Narrator:** Over the next ten years using ETS the taxpayer will save an estimated $20 billion a year.
Visuals: footage of Betty Boop holding onto her tiny waistline	**Narrator VO:** How's that for streamlining the government's waistline? **Sounds:** Betty Boop
Visuals: footage of Superman flying almost straight into the camera lens.	**Narrator VO:** (narrator sounds like she's flying) e-Gov Travel…it's a SUPER way to fly!
FADE TO BLACK	