

Video Script/Marketing – Hunter Douglas

TITLE: Duette® Honeycomb Shades Features and Benefits	MUSIC UP AND UNDER
MONTAGE: DUETTE BEAUTY SHOTS	Welcome to the abundant world of Duette honeycomb shades ... where soft, seamless fabrics are fashioned into crisp, beautiful, long-lasting pleats.
MONTAGE: DUETTE BEAUTY SHOTS	Duette Honeycomb shades ... the original honeycomb shade ... comes with the quality and workmanship you can trust, only from Hunter Douglas.
DUETTE OPACITY	With four fabric opacities, from sheer to opaque, you can create a wide range of light control and privacy options.
DUETTE VARIETY	Nearly unlimited choices of pleat sizes ... luscious colors, fabrics and textures.
DUETTE SPECIALTY	Specialty design options allow you to cover just about any window in any room of your home.
DUETTE CLEANING	Duette's durable, antistatic fabrics resist dust naturally, making cleaning easy, and providing you a lifetime of unparalleled beauty. More thorough cleanings can be done by you or a professional cleaner.
DUETTE HONEYCOMB	And superior energy efficiency ... as the honeycomb itself traps the air, keeping the home warmer in winter and cooler in summer. Duette fabrics have some of the best energy efficiency ratings in the industry, so your investment will pay back in time.
DUETTE MONTAGE: FABRICS, OPERATING SYSTEMS	Only Duette Honeycomb shades provide you with the diversity of fabrics and operating systems that allow you to control the light in your home, precisely the way you desire.
DUETTE. MONTAGE OF FABRICS AND OPACTIES	Choose from four distinct degrees of privacy and light diffusing ...
DUETTE. SHEER	Sheer, translucent fabrics gently soften natural light, letting you invite the subtleties of the outside world into your home.

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DUETTE. SEMI-SHEER	Semi-sheer fabrics ... that maximize light, while offering moderate privacy. Create a screen using a honeycomb shade.
DUETTE. SEMI-OPAQUE	Semi-opaque fabrics ... creating diffused light ... and providing complete privacy... Allowing you to enjoy the glow of light without the damaging effects of ultraviolet rays.
DUETTE. OPAQUE	And opaque fabrics ... blocking 99 per cent of the outside light, providing complete privacy, and the highest protection against harmful ultraviolet rays. You can nap in the afternoon or catch a movie without bothersome glare.
MONTAGE OF 4 PLEAT SIZES	Hunter Douglas offers a wide range of pleat sizes to meet your individual style and needs ... and to match the size and design of any window.
TRUEPLEAT CONSTRUCTION. TEXT: TruePleat™	Most Duette fabrics are made with our exclusive TruePleat construction, ensuring lasting beauty for years to come.
DUETTE BEAUTY – DOUBLE CELL	The double honeycomb construction provides superior energy efficiency ... and enhanced color intensity ... for a bold look.
DUETTE BEAUTY – TRIPLE CELL	With the triple honeycomb providing the highest energy efficiency possible, and the greatest color saturation to make that vibrant fashion statement.
MONTAGE – DIFFERENT: FABRICS, OPACITIES, DESIGN OPTIONS	Duette offers a distinctive collection of fabrics in a dazzling array of sophisticated colors to complement your decorating palette.
MONTAGE: DUETTE LIFTING SYSTEMS: ULTRAGLIDE, POWERRISE, LITERISE, VERTIGLIDE. TEXT: Convenience Safety	These beautiful honeycomb fabrics are available on any of our innovative operating systems providing state-of-the-art convenience, beauty and child and pet safety.
DUETTE BEAUTY: WIDE SELECTION STORY.	Duette@honeycomb shades offer you the widest selection of pleat sizes, colors, fabrics and textures of any window fashion available.

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**DUETTE BEAUTY:
OPACITY STORY**

Our four fabric opacities ... sheer, semi-sheer, semi-opaque and opaque ... allow you to create light control and privacy options you've never dreamed possible.

**DUETTE BEAUTY:
ENERGY STORY**

With its superior energy efficiency, you'll notice cooler summers and warmer winters.

**DUETTE BEAUTY:
SYSTEMS-SHAPES
STORY**

Our many innovative operating systems and specialty shapes enable you to cover any window in your home.

**DUETTE BEAUTY
SHOTS**

Beauty ... functionality ... and easy to use ... Duette honeycomb shades ... your most difficult decision will be deciding which one to choose.

FADE TO BLACK

MUSIC UP AND OUT

Video Script/Technical – Hunter Douglas

MODULE:
Installation
Outside Mount

MUSIC STING

INSTALLATION SCENE – STUDIO.

There are three basic steps to installing Luminette Privacy Sheers...

MOUNTING BRACKET. TEXT:
Mounting the installation brackets.

--Mounting the installation brackets.

ATTACHING SOFTRAK. TEXT:
Attaching the SofTrak system.

--Attaching the SofTrak system to the brackets.

ATTACHING FABRIC. TEXT:
Attaching the fabric panels.

--And attaching the fabric panels to the SofTrak rod.

INSTALLER OPENING CARTON AND REMOVING PARTS

Each Luminette sheer order will include all the necessary components and hardware for installation.

INSTALLER SPREADS OUT PARTS

The number of mounting brackets depends on the width of the sheer.

INDICATE WHERE 3 INCHES IN FROM THE HEADRAIL END WOULD BE. MARK LOCATION OF AN END MOUNTING BRACKET WITH A PENCIL.

With a pencil, lightly mark the position of the two end mounting brackets so their centerlines will be 3 and 1/2-inches from each end of the headrail. For PowerGlide, centerlines should be 4 - inches from each end of the headrail.

MARK LOCATION OF INTERNAL MOUNTING BRACKETS

If more than two mounting brackets are required, mark the positions for the remaining brackets. Space them evenly across the remaining area.

BRACKET AND TEXT INDICATING MINIMUM SURFACE REQUIREMENT

Make sure you have at least 1 and 1/8 inches of vertical space to accommodate the brackets.

DEMO THE TWO COMPONENTS
(AND 2 SCREWS) AND LABEL. TEXT
BUILD:

Spacer Block
Faceplate

Two components are required for each
Luminette outside mount bracket ... a
half-inch spacer block, which is anchored
to the mounting surface ... and a faceplate,
which is snapped onto the spacer block...

ANCHORING SPACER BLOCK

Center each spacer block on the end
mounting bracket mark and anchor with
the appropriate screws or anchor hardware.

CHECKING LEVEL (WITH A FULL-
SIZE CARPENTER'S LEVEL)

Make sure the spacer blocks are level.

SHOW HOW SPACER BLOCKS CAN
BE ADJUSTED (SLOTTED SCREW
HOLES)

Adjust the brackets if necessary to ensure
the SofTrak rod operates properly.

HOOK AND SNAP THE FACEPLATE
ONTO THE SPACER BLOCK.

Hook the top of the faceplate to the top of
the spacer block, and snap the bottoms
together.

INSTALLING REST OF BRACKETS.

Do the same for the remaining mounting
brackets.

ADD 3 SPACER BLOCKS.

If additional clearance is needed, you can
use up to three additional spacer blocks ...
for a total of four.

SPACER BLOCKS BEING SNAPPED
TOGETHER.

The blocks snap onto each other just like
the faceplate attachment—without having
to remove the first spacer.

4 SPACER BLOCKS AND A
FACEPLATE – JUST SET IN PLACE
ON A WALL ABOVE AN OPEING TO
ILLUSTRATE THE CLEARANCE.

Four blocks provide an additional
clearance of 1-1/2-inches.

EXTENSION BRACKET WITH
CEILING MOUNT ATTACHED.

For greater clearance requirements ... up
to 3 and ½ inches ... you can use a
combination of an extension bracket and a
ceiling mount bracket.

TRIM BRACKET

Determine the required length of the
extension bracket and trim off the excess.

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ANCHOR EXT BRACKET	Anchor the extension bracket onto the mounting surface.
ATTACH BASE COVER	Attach the extension bracket base cover...
SLIDE BRACKET COVER	Slide the extension bracket cover over the bracket...
ATTCH CEILING BRACKET	Attach the ceiling mount bracket to the extension bracket ...
HARD TRANSITION	MUSIC STING
SOFTRAK ILLUSTRATION	The grooves on the back of the SofTrak system are designed to snap into the installation brackets.
INSTALLING THE SOFTRAK ROD	Tilt the front of the rod up slightly so the groove on the back fits into the locking tab on each bracket.
SNAPPING ROD INTO PLACE	Tilt the rod down to snap it into place.
TIGHTENING SCREW	Then tighten the locking screw on the bottom of each bracket.
TESTING OPERATION	Test the rod operation by fully traversing it in both directions.
CHECKING ROTATION	Then check rotation of the fabric carriers by fully rotating them in both directions.
ROTATE CARRIERS	To prepare for vane attachment, rotate the fabric carriers so each slot is at a 90-degree angle from the rod.
STACK CARRIERS	Make sure the fabric carriers are in the full stackback position.
PICKING UP ROLL	When handling the fabric, make sure your hands are clean.

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REMOVE WRAPPING FROM ROLL	Remove the protective wrapping from around the rolled up Luminette fabric. Leave the fabric on the large cardboard tube.
STAND TUBE ON END	Stand the tube on end on a clean surface with the header and slotted vane openings at the top.
UNROLL FABRIC AND SNAP INTO PLACE	Unroll the fabric so you can insert the slotted tab on top of each vane into the pinion clips in the fabric carriers.
SNAP IN TABS	Make sure each tab snaps into place.
WIDE. SNAPPING IN TABS.	Keep unrolling the fabric until all the vanes are attached. Take care not to skip any pinion clip or vane.
SEPARATE SWIVEL PLATE	Separate the swivel plates from the Velcro on the end treatment of each sheer.
ATTACH SWIVEL PLATE	Attach each swivel plate to the end cap by pushing up the large rivet and snapping it into place.
INSTALL END TREATMENT	Hold the end treatment about 1/8 of an inch above the top of the swivel plate, or at a height where the end vane hangs straight. Attach the end treatment to the swivel plate by pressing the two Velcro strips together.
TEST SHEER	Test the sheer by traversing it back and forth with the vanes open.
ROTATE VANES	With the sheer fully closed, rotate the vanes completely in both directions.
OPERATING SHEER	Operation should be smooth and easy -- with no sticking or jamming.

WARNING LABELS

When you install a Luminette sheer, leave the warning labels on the wand. They contain safety information for your customer to read.

INSTALLATION SCENE

These are the same key steps you need to follow for all types of Luminette sheer installations.

FADE TO BLACK

Video Script/Technical/Interactive Computer-Based Training/Module 3 of 9/ISO9000 – Hunter Douglas

VISUAL NOTES	AUDIO	CPU NOTES
3S1A. TITLE SCREEN, TEXT: ISO 9000 Advantages		
3V1. VIDEO. HOST HOLDS UP A BIG “C” IN A FRAME	Somehow the letter “C” has a lot to do with ISO 9000 here at Hunter Douglas. I know that this particular “C” is important to all of us. Go ahead and touch it to find out why.	Touch “c”=3V2
3V2. BRANCH TO VIDEO. “C” MORPHS INTO THE SMILING FACE OF A CUSTOMER.	This is a customer – a satisfied customer.	
CUSTOMER IMAGE SQUEEZES BACK TO WINDOW OVER HOST’S SHOULDER	Hunter Douglas makes window coverings that make our customers happy and satisfied. That’s what this company is all about.	
WINDOW IMAGE CHANGES TO ISO 9000	ISO 9000 helps ensure that we continue producing the highest quality products on earth.	
IMAGE CHANGES TO EARTH DISSOLVE ISO 9000 IMAGE OVER EARTH	<i>And speaking of earth, more and more customers, companies and countries around the world are looking for that all- important ISO 9000 registration. It’s a sign that the products and services are the highest quality in the marketplace.</i>	

<p>DISSOLVE IMAGE BACK TO CUSTOMER</p>	<p>Well, to get to this Big “C” – our customer, we have a bunch of other C’s to consider – five of them, in fact...</p>	
<p>DISSOLVE THROUGH EACH WORD</p>	<p>... Control... Continuous improvement... Consistency... Consensus... and Conformity</p> <p><i>Let’s take a look at them one at a time.</i></p>	<p>CONTINUE</p>
<p>3S1. TITLE: Control IMAGE: QE MFG FLOOR TEXT: Create & Document A Quality Management System</p>	<p>The best way to control our methods of doing business is to create and document a clearly recognized quality management system ... like ISO 9000.</p>	
<p>3S2. TITLE: Control IMAGE: EXAMPLES OF WRITTEN PROCEDURES TEXT: Write Down All Procedures</p>	<p>All of our procedures... for manufacturing and for non-manufacturing tasks... are written down and measured so we can make sure we do each one the same way every time.</p>	
<p>3S3. TITLE: Control IMAGE: DESIGN SCENES TEXT: Build In Quality Procedures Early</p>	<p>We build in quality procedures early in the design process of the product development cycle to prevent defects, rather than testing the product for defects after its manufacture.</p>	

<p>3S4. TITLE: Control IMAGE: PRODUCT DESIGN. STUDY PRODUCT DESIGN ON CAD MONITOR. TEXT: Failure Mode And Effects Analysis</p>	<p><i>Our Failure Mode and Effects Analysis enables us to analyze product design at every step of the process. We look at components and functions to determine what could go wrong and how these problems can be corrected.</i></p>	
<p>3S5. TITLE: Control IMAGE: R&D PROTOTYPE. TEXT: Prevents Frustration Saves Time Increases Quality</p>	<p><i>This pro-active approach to quality product design, saves a considerable amount of time, and results in a higher quality product for our customers.</i></p>	
<p>3S6. TITLE: Control IMAGE: HDWFD PRODUCTS. TEXT: Cost Efficient High Quality High Profit</p>	<p>And by following our procedures we know we can produce the most cost-efficient Window coverings possible while maintaining high quality, high profit margins and minimizing waste and re-works.</p>	<p>CONTINUE</p>
<p>3S7. TITLE: Consistency IMAGE: TEXT:</p>	<p>Consistency is a critical factor both inside the company and outside of it.</p>	
<p>3S8. TITLE: Consistency IMAGE: ADMIN & MFG SCENE TEXT: Jobs & Processes Clearly Spelled Out</p>	<p>Inside the company... ISO 9000 means all job activities and manufacturing processes are clearly spelled out.</p>	
<p>3S9. TITLE: Consistency IMAGE: TRAINING TEXT: Proper Training Provided</p>	<p>The standards make sure all employees get the proper training for their jobs. In short, everyone is working from the same page in the book...</p>	

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<p>3S10. TITLE: Consistency IMAGE: HDWFD PRODUCT. TEXT: Consistent High Quality</p>	<p><i>so all our window covering products have the same high level of quality.</i></p>	
<p>3S11. TITLE: Consistency IMAGE: CUSTOMER W/HDWFD PRODUCT. TEXT: Protect & Expand Market Share</p>	<p>Outside the company, our customers have come to expect a consistent, high quality product from Hunter Douglas. ISO 9000 helps ensure this high quality level as we protect and expand our market share.</p>	
<p>3S12. TITLE: Consistency IMAGE: GLOBE TEXT: Important for Global Markets</p>	<p>Consistent product quality is even more important as we expand our markets globally.</p>	
<p>3S13. TITLE: Consistency IMAGE: MONTAGE OF DIFFERENT COUNTRIES AND THEIR STANDARDS. TEXT: Before ISO 9000, Many Different Standards Were Used.</p>	<p><i>Before there was ISO 9000 certification, companies had to thread their way through a maze of different quality standards for each country.</i></p>	
<p>3S14. TITLE: Consistency IMAGE: MANY STANDARDS BLEND INTO ONE – ISO 9000 TEXT: Easier Movement Into Global Markets</p>	<p>Now, with more than 100 countries accepting the ISO 9000 standards governing the quality of products, we can move into international markets more easily.</p>	<p>CONTINUE</p>
<p>3S15. TITLE: Continuous Improvement IMAGE: QE OR R&D SCENE. TEXT: Dynamic Process</p>	<p>But the entire ISO 9000 process is dynamic, and provides for continuous improvement.</p>	

<p>3S16. TITLE: Continuous Improvement IMAGE: QE W/OPERATOR, DISCUSSING PBOBLEM. TEXT: Procedures Are Tested And Improved</p>	<p>Once a procedure is developed and written down, it is not buried in a book and forgotten. Instead it is constantly tested to make sure it is the best procedure.</p>	
<p>3S17. TITLE: Continuous Improvement IMAGE: QE W/OPER – ANOTHER SCENE TEXT: Is that what we are doing?</p>	<p><i>Is that what we are doing?</i></p>	
<p>3S18. TITLE: Continuous Improvement IMAGE: QE W/OPER – ANOTHER SCENE TEXT: Are we really doing what we say we are going to do?</p>	<p><i>Are we really doing what we say we are going to do?</i></p>	
<p>3S19. TITLE: Continuous Improvement IMAGE: QE W/OPER – W/WORK INSTRUCTION. TEXT: Is the documentation wrong?</p>	<p>Or, is the documentation wrong?</p>	
<p>3S20. TITLE: Continuous Improvement IMAGE: EMPLOYEE WORKING, LOOKING LIKE HE/SHE IS IMPROVING PROCESS. TEXT: Look for ways to improve processes.</p>	<p>If any employee finds a way to improve the procedure, the documentation is revised by means of a change request or a corrective action request.</p>	

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<p>3S21. TITLE: Continuous Improvement IMAGE: EMPLOYEE W/LEAD WORKING ON CAR. TEXT: Ask your lead for help with a Corrective Action Request</p>	<p>If you need help with the request procedures, contact your supervisor.</p>	<p>CONTINUE</p>
<p>3S22. TITLE: Consensus IMAGE: SOME SORT OF HD GROUP IMAGE TEXT: ISO 9000 is how we all conduct our business.</p>	<p>So, in a way, ISO 9000 represents a consensus on the part of all Hunter Douglas employees across all shifts over the way our company conducts its business to meet this vital international quality standard.</p>	
<p>3S23. TITLE: Consensus IMAGE: SOME SORT OF HD GROUP IMAGE TEXT: Unique Procedures Manufacturing Methods Customer Relations</p>	<p>We develop our own unique procedures, manufacturing methods, and customer relations to meet the quality levels outlined in the ISO 9000 standards.</p>	<p>CONTINUE</p>
<p>3S24. TITLE: Conformity IMAGE: HDWFD PRODUCTS TEXT: Baseline Standard</p>	<p>ISO 9000 establishes a baseline standard.</p>	
<p>3S25. TITLE: Conformity IMAGE: QE ANALYZING A PROCESS TEXT: Do we conform to that baseline standard?</p>	<p>We can look at how we do business and determine if we are conforming to that baseline standard.</p>	
<p>3S26. TITLE: Conformity IMAGE: QC SCENE TEXT: Do we measure up to our own procedures?</p>	<p>As we build window covering products, we can always measure what we are doing against the agreed-upon, written procedures for each task.</p>	

<p>3S27. TITLE: Conformity IMAGE: CUSTOMER SERVICE TEXT: Do we address customer needs?</p>	<p>We can make sure we are addressing customer needs and requests in conformance with the written quality standards.</p>	
<p>3S28. TITLE: Conformity IMAGE: TRAINING SCENE TEXT: Do we adequately train?</p>	<p>We can make sure we are providing the correct training so employees fully understand the procedures and process to do their job. By documenting our procedures, we provide consistency in our training.</p>	
<p>3S29. TITLE: Conformity IMAGE: SENIOR STAFFER TEXT: Are we preventing the loss of critical employee knowledge?</p>	<p><i>This documentation also prevents the company from losing valuable knowledge as employees retire or leave.</i></p>	
<p>3S30. TITLE: Conformity IMAGE: QC EXAMINATION TEXT: Is there a better way?</p>	<p>We can also measure future improvements against this standard. If we find a better way to build a window covering component, we can update our quality standards to reflect that.</p>	<p>CONTINUE</p>
<p>3V3. VIDEO. HOST WITH HIS BIG “C” PLUS 5 OTHERS JUST DISCUSSED</p>	<p>SOF: “C” what I mean?</p>	
<p>CONTINUE PREVIOUS</p>	<p>All these “C”s add up to customer satisfaction, and that’s vital to our business.</p>	
<p>DIS TO NORTH AMERICA MAP</p>	<p>So vital, in fact, that Hunter Douglas is implementing ISO 9000 throughout its North American operations.</p>	

<p>NORTH AMERICA MAP. HIGHLIGHT BROOMFIELD.</p>	<p>Here in Broomfield, we're already registered for ISO 9001, the most comprehensive of the three ISO 9000 standards.</p>	
<p><i>NORTH AMERICA MAP. HIGHLIGHT (WITH COLORS): VERTICALS, GASTONIA, WOODS, KY AND MS. LABEL WITH IMAGES OF THE RESPECTIVE PRODUCTS AND COMPONENTS. TEXT: ISO 9002</i></p>	<p>ISO 9002 certification already is in place or is about to be at our Verticals Division in Florida, the Window Shades and Pleated Shades Division in North Carolina, our Woods Division in Arizona, and our Components Division in Kentucky and Mississippi.</p>	
<p>NORTH AMERICA MAP. HIGHLIGHT: HD CAN, HD FL AND HD NW. LABEL WITH FABRICATION IMAGES. TEXT: ISO 9002</p>	<p>ISO 9002 certification is in place at several fabrication facilities... Hunter Douglas Canada, Hunter Douglas Florida and Hunter Douglas Northwest in Washington state.</p>	
<p><i>HOST ON CAMERA</i></p>	<p><i>SOF: Plans call for implementing ISO 9000 quality management systems for many more Hunter Douglas companies over the next several years.</i></p>	
		<p>BRANCH: REVIEW/MASTERY CHALLENGE</p>
	<p>MASTERY CHALLENGE TO BE DEVELOPED LATER</p>	
		<p>BRANCH: FROM SUCCESSFUL MASTERY CHALLENGE TO NEXT SEGMENT</p>

Video Script/Internal Communications/Web-Based "TV Stories" – Oswego Creative

**AFL-CIO UNION-INDUSTRIES
SHOW
COBO CENTER
DETROIT, MICHIGAN
MAY 16-18, 2008**

SINCE 1938 EVERYTHING UNION MADE IN AMERICAN IS BROUGHT TOGETHER AT A SINGLE LOCATION FOR THE ANNUAL AFL-CIO UNION-INDUSTRIES SHOW. THIS YEAR IT WAS HELD AT THE COBO CENTER IN DETROIT MICHIGAN.

FROM HARLEYS AND JOHN DEERE TRACTORS, TO COFFEE AND DINNER PLATES, EVERYTHING PROUDLY MADE BY AMERICAN UNION WORKERS WERE ON DISPLAY.

EVERY MAJOR UNION WAS THERE, TO EDUCATE AND INFORM, AND SPARK A LITTLE INTEREST IN WHAT THEY ARE DOING.

SOT - Charles E. Mercer, President, Union Label & Service Trades Department, AFL-CIO Tape 3 3:55:58 "The spirit of the show is to promote unionism but more or less to promote union jobs and to keep good union paying jobs in America." 3:56:09

SOT - Kevin Shaffer, Business Manager, Local 17 I-B-E-W Detroit, MI Tape 3 3:37:55 "The Made in America show is very important to us because as a lot of the manufacturing moves out of the United States I think we need to show our expertise and our talents." 3:38:06

Cutting ribbon to open show. Tape 2
2:24:52 - 2:25:06

Show Sign 2:25:16 - 2:26:30

Opening crowd 2:26:35 - 2: 26:59

Harley Tape 2:40:30-2:53:05

Deere Tape 2 2:46:05-2:53:05

Coffee Tape 4 4:29:20-4:37:26

Plates Tape 4 4:46:35-4:56:30

B-roll of various exhibitor signs - on all tapes. Try Tape 1 1:17:48 - 1:18:37

[MUSIC W/B-ROLL - FINISH WITH ARCS&SPARKS W/NAT SOUND] SUGGEST TRACK 1/LYNN MARIE SMITH (WORKIN IN THE CITY)

Various B-Roll shots from all tapes: signs, people, exhibits. Try Tape 4 4:4:46 - 4:16:45

FINISH WITH:

SOT - ARCS & SPARKS - Tape 3
3:3:09:55 "Electricity is invisible ...
electric arc flash." 3:10:07

Arcs & Sparks exhibit: Tape 3 3:03:26-
3:36:29 & 3:40:04-3:42:25

SOT - Kevin Shaffer, Business Manager,
Local 17 I-B-E-W Detroit, MI Tape 3
3:36:50 "The arcs and sparks
demonstration has been going on in our
area for about 14 years." 3:36:56

Shaffer - 3:37:00 "It's a safety program that
we put on and it's for the protection of the
kids and the firefighters and the public
around downed wires." 3:37:10

B-Roll Arcs & Sparks sign: Tape 3 3:40:20
- 3:40: 30

SOT - Lindell Lee, International Secretary-
Treasurer, International Brotherhood of
Electrical Workers Tape 2B 2:55:07 "It
introduces them to our industry and what
we do, and plus they have the opportunity
to get some safety tips for around home.
When they see electrical lines and
transformers in their backyards they pick
up some good tips here on safety, what to
do and what not to do regarding
electricity." 2:55:29

AND LEE ALSO HAD A CHAT
WITH ONE OF THE MORE POPULAR I-
B-E-W'S ROVING DISPLAYS...

IBEW Robot B-Roll: Tape 3 3:00:00-
3:05:25

SOT - LEE: Tape 2B 2:57:46 "Tell us a
little bit about the kids that have been here
today."

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SOT - ROBOT: "We are very fortunate to have a number of children bused in from various schools and the important thing here is that we finally get an opportunity to teach them about how important unions are to the functioning of this country." 2:58:02

IBEW Robot B-Roll: Tape 3 3:00:00-3:05:25

SOT - LEE: Tape 2B 2:58:31 "That's great. That's great. And we look forward to seeing a lot more kids today."

SOT - ROBOT: "It's going to be exciting and it's going to be a great weekend. I can't wait. I just love teaching all our future munchkins about the importance of our unions. Gotta go now. See ya boss." 2:58:49

THE AFL-CIO HOSTED A SPECIAL BREAKFAST TO HONOR THE RECIPIENTS OF THE 2008 LABOR-MANAGEMENT AWARD.

Awards Breakfast (it's mostly speakers, some B-Roll) - Tape 1 1:24:39-1:57:42

SINCE 1988, THE AFL-CIO HAS SINGLED OUT CORPORATIONS THAT HAVE WORKED IN CLOSE PARTNERSHIP WITH UNIONS TO SOLVE PROBLEMS, INCREASE PRODUCTIVITY, AND CREATE THE BEST POSSIBLE WORKPLACE ENVIRONMENT.

Stills from the awards brochure

THE 2008 AWARDS WENT TO THE GENERAL MOTORS POWERTAIN PLANT IN DEFIANCE, OHIO, AND THE INTERNATIONAL SPECIALTY PRODUCTS PLANT IN CALVERT CITY, KENTUCKY.

GM logo; ISP logo

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THE COMPANIES AND THE
UNIONS THAT NOMINATED THEM
WERE PROUD OF THE HONOR, AND
WHAT IT STOOD FOR.

Graphic:

Labor-Management Award Recipients
General Motors Powertrain,
Defiance, Ohio

Nominated by: United Automobile,
Aerospace, Agricultural Implement
Workers of America, AFL-CIO

International Specialty Products,
Calvert City, Kentucky

Nominated by: International Association of
Machinists and Aerospace Workers, AFL-
CIO

SOT - John Thomas, Plant Manager,
General Motors Powertrain Plant,
Defiance, OH Tape 2A 2:04:15 "We think
receiving this award is a significant event. I
guess we would call it confidence in the
people of the plant. The leadership of the
team can only be as successful as the
people in the plant." 2:04:33

SOT - Dwight Chatham, UAW Local 211
President, Defiance, Ohio Tape 2A 2:00:24
"It's a great honor. If we didn't work
together I don't know where our plant
would be today." 2:00:33

SOT - Frank Stevens, Site General
Manager, International Specialty Products,
Calvert City, KY Tape 2A 2:09:39 "What
this symbolizes I guess to us is the results
of all that working together, hard work, to
grow the partnership, if you will, to work
through some of the issues that you have in
collective bargaining." 2:09:51

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SOT - Monty Newcomb, Local Lodge
1720 President, International Association
of Machinists and Aerospace Workers
Tape 2A 2:07:19 "I think it's major to show
that union and the management can work
together to create and save jobs and
promote union products and things here in
the U.S." 2:07:32

THE UNIONS AND THE
COMPANIES SEE OPEN AND HONEST
COMMUNICATIONS AS A KEY
FACTOR IN FORGING THE TYPES OF
PARTNERSHIPS NECESSARY TO
REMAIN COMPETITIVE IN THE
GLOBAL ECONOMY.

Stock B-Roll, talking, communicating,
working together

SOT - Dwight Chatham, UAW Local 211
President, Defiance, OH Tape 2A 2:02:36
"Put everything on the table. Everything's
not going to be agreed upon to begin with
but as as time goes along I think both
parties could get to there." 2:02:46

THE OVERRIDING THEME OF
THIS CONFERENCE IS UNION MADE,
AMERICAN MADE, AND BUY
AMERICAN ... WHICH IS GETTING
HARDER AND HARDER TO DO.

B-Roll from exhibits highlighting variety
of products - all tapes. Try Tape 4 4:29:20 -
4:37:36

AND MACHINIST UNION MEMBER
ROGER SIMMERMAKER, AUTHOR OF
THE BOOK 'HOW AMERICANS CAN
BUY AMERICAN' WAS ON HAND TO
TALK ABOUT THIS CHALLENGE.

Super Roger talking over B-Roll of show.
Also, could super cover of his book over B-
Roll of show. (FILE: bookcover.jpg)

HE WROTE THE BOOK FOR
CONSUMERS AFTER HE HAD A
TOUGH TIME BUYING AMERICAN-
MADE CLOTHING.

SOT - Roger Simmermaker, Author, "How Americans Can Buy American" Tape 4 4:18:02 "I'm an American. I live here. I work here. I pay taxes here. Why is it so difficult for me to support other Americans who live here, work here and pay taxes here." 4:18:12

Tape 4 4:20:48 "Only workers in America pay taxes to America. Workers in foreign countries don't pay a dime toward social security, Medicare, national defense, our public roads, highways, parks, any of those things." 4:21:00

SOT - SIMMERMAKER Tape 4 4:23:45 "I also make the case that we need to buy union made as well, and I have over 2,000 union-made products in my book and over 20,000 American and foreign products in other categories." 4:23:56

THE GROWING DIFFICULTY TO BUY AMERICAN AS UNION JOBS LEAVE THE COUNTRY WAS EVIDENT AT THIS YEAR'S SHOW.

SOT - Charles E. Mercer, President, Union Label & Service Trades Department, AFL-CIO Tape 3 3:56:32 "When it started back in 1938 in Cincinnati Ohio it used to run 14 days. According to the newspapers and clippings that I have, about 500,000 people that would go through that show during those 14 days. And as time went on and people got more busy and etcetera it went down to seven days, then five days of the show." 3:56:53

B-Roll from exhibits highlighting variety of products - all tapes. Try Tape 4 4:4:46:35 - 4:56:30

B-Roll - Union Made sign Tape 4 4:4:46:33 - 4:46:43

B-Roll from exhibits highlighting variety of products - all tapes. Try Tape 4 4:4:46:35 - 4:56:30

RICHARD J SCHNEIDER - Writing Samples/Scripts – 23

Tape 3 3:57:14 "We used to have Huffy Bicycle in the show all the time, used to have Rubbermaid used to be in the show all the time, and you can go on and on about all the companies that used to be in the show. And they were union companies, paying good jobs and benefits but they could not compete with the overseas, so they, quite honestly, have gone overseas." 3:57:32

B-Roll of article of items "not made in America" anymore: Tape 4 4:04:46-4:16:45

WITH SOME REGRET, THE AFL-CIO HAS ANNOUNCED THAT THE 2008 SHOW IS LIKELY TO BE THE LAST ... AT LEAST FOR THE FORESEEABLE FUTURE.

B-Roll from exhibits highlighting variety of products - all tapes. Try Tape 4 4:37:28 - 4:46:30

SOT - Lindell Lee, International Secretary-Treasurer, International Brotherhood of Electrical Workers Tape 2B 2:56:22 "I just found out myself just a few days ago that this would be the last one, and I am disappointed that it's not going to be around." 2:56:31

DESPITE CONCERN OVER THE LOSS OF AMERICAN JOBS TO FOREIGN COUNTRIES, THE ATMOSPHERE AT THIS YEAR'S CONFERENCE WAS CHARGED WITH UNION PRIDE, PASSION ... AND OPTIMISM.

B-Roll from exhibits highlighting variety of products - all tapes. Try Tape 3 3:3:43:50 - 3:53:26

THIS WAS CLEARLY SEEN IN THE UNION DISPLAYS ... THE DEMONSTRATIONS ... AND IN THE KIDS WHO ATTENDED.

RICHARD J SCHNEIDER - Writing Samples/Scripts – 24

SOT - Kevin Shaffer, Business Manager,
Local 17 IBEW Detroit, MI Tape 3 3:38:40
"Kids are being pushed so much to go to
college that they're not thinking about the
opportunities that are out there with the
trades, and especially this trade. So we're
campaigning now in the 9th 10th and 11th
graders to get them into our apprentice
programs." 3:38:56

SOT - Charles E. Mercer, President, Union
Label & Service Trades Department, AFL-
CIO Tape 3 4:00:55 "They see a future, a
future in jobs where they can have good
paying jobs, health and welfare, pensions,
safety issues, and being a union member."
4:01:04

UNION QUALITY. UNION PRIDE,
PASSION ... AND PATRIOTISM ... ALL
OF IT COULD BE FOUND
THROUGHOUT THE EXHIBITS AND
DEMONSTRATIONS.

AND THE FUTURE COULD BE
SEEN AS WELL ... IN THE YOUNG
PEOPLE WHO WILL BE LEARNING
AND PILOTING THE UNION TRADES
AND SERVICES INTO THE FUTURE.

I'M [NAME], REPORTING FROM
THE 2008 AFL-CIO UNION-
INDUSTRIES SHOW IN DETROIT,
MICHIGAN.

B-Roll from exhibits highlighting variety
of products - all tapes. Try Tape 2 2:40:30 -
2:46: 00

B-Roll with young guys. Sheet metal
apprentices Tape 3 3:38:39 - 3:39:14

Closing Logo (not sure what you run here)