



JOB NUMBER: 2213
 CLIENT: U of I
 JOB TITLE: State of the Union Video
 SPOT TITLE: Success Beyond the Game
 DATE: 11/10/06

VIDEO	SC#	AUDIO
Dark screen		SFX: crowd cheering, gradual escalation SFX: thump, thump; thump, thump under cheering, gradually builds RON GUENTHER (voice only): How do we define success? ... Success happens in the game ... and beyond. And it starts with you.
Bring up U of I logo Fast montage of game highlights		SFX: crowd cheering comes up to fever pitch We hear game calls, etc.
Fade to quick back and forth rhythm between game highlights and on-screen talent		One short sound byte from each athlete
Beth Vrdsky on camera		BETH VRDSKY (volleyball): 2:00-2:06 "I just recently got a pilot slot last March, so now I'm going to go on and pursue that dream."
Beth Vrdsky game highlight		Sound comes up

Ella Masar on camera		ELLA MASAR (soccer): 9:04-9:09 "Whose dream isn't to play on the national team? I'd love to be Olympic."
Ella Masar game highlight		Sound comes up
GD Jones on camera		GD JONES (tennis): 3:05-3:10 "I'm going to graduate in May, and I'm going to play professional tennis for as long as that sustains me."
GD Jones game highlight		Sound comes up
EB Halsey on camera		EB HALSEY (football): 6:59-7:05 "I'm one of the first members of my family to graduate with a college degree, and I'm definitely proud of that."
EB Halsey game highlight		STEPHEN BARDO: Success comes in many forms, and what happens on the field is just a hint of what's to come.
Athlete with playbook morphs into		STEPHEN BARDO: Illinois' student-athletes know how to put those lessons to work, because we're not only building championships...
Student studying with book		we're building champions.

<p>Chancellor on camera</p> <p>SUPER: Dr. Richard Herman Chancellor</p> <p>B-roll of life on campus: students studying, walking on the Quad, game highlight, Illinettes, band, Orange Krush, cheerleaders, etc.</p>		<p>CHANCELLOR: 1:44-1:57 "You know the phrase that is used in athletics, 'success beyond the game,' is really important in the sense that we know that only a very small percentage of our athletes are going to go on to professional athletics. 2:08-2:35 "So it's really important to think of their time with us as training for life as a whole, and I think that's what's embodied in the phrase. That's a good phrase, frankly, for all of our students. It's not just success in the classroom; it's how you weave all your experiences together, which is why we try at a comprehensive institution like this to provide a broad set of experiences."</p>
<p>Campus b-roll continues</p>		<p>STEPHEN BARDO: It's undeniable...that intangible yet unbreakable link between athletics, the university, and life.</p>
<p>Student-athletes</p>		<p>STEPHEN BARDO: It's a connection we pass on to our student-athletes, and one that becomes ingrained in them,</p>
<p>Players doing community service</p>		<p>as we teach them winning is only one way to succeed.</p>
<p>McClain on camera</p> <p>SUPER: Coach Wayne McClain Men's basketball</p> <p>B-roll players doing community service</p>		<p>COACH MCCLAIN: 8:10-8:31 "We at the University of Illinois have community-based programs, where we have our athletes go inside the community and volunteer time. And I think that's just an extension of what they'll do once they get outside of athletics, because who better to go back into the community than the athletes who people have looked up to for many years."</p>

GD on camera SUPER: GD Jones Tennis Players at hospitals or schools		GD JONES 2:26-2:42 "All the sports teams do the Hometown Heroes program where we go to schools or rotary clubs and talk or play with kids. So from a community service point, we get a good opportunity to do that."
B-roll of athletes playing and in other activities		STEPHEN BARDO: An opportunity that's part of an intricate framework for the success of Illinois' student- athletes.
B-roll of athletes in games and in other activities		The chance to succeed in any area they choose, starting with athletics and stopping only where their imaginations end
Beth on camera SUPER: Beth Vrdsky Volleyball Beth in uniform/ROTC drills Beth playing volleyball		BETH VRDSKY 1:53-1:56 "I wanted to be a fighter pilot, but I didn't think it was going to work out... 1:14-1:21 "But it seemed like it all fit together perfectly. I could come to school here, play volleyball, and do ROTC as well, so everything I wanted all came together.
B-roll Final Four		STEPHEN BARDO: As our student-athletes succeed, so does the university. Because with success in athletics comes success throughout campus...
Dee Brown Sports Illustrated cover		national exposure,
B-roll championships coverage		an enhanced reputation,
Parents walking with kid on campus		STEPHEN BARDO: ...and appeal that opens the door for discovering new heights of student recruitment and enrollment,
morphs into		
Parents with kid in cap and gown		STEPHEN BARDO: attracting and keeping the highest caliber faculty,

B-roll athletics		STEPHEN BARDO: and inspiring the diversity and equity that characterize athletics to continue throughout the university.
B-roll champions		STEPHEN BARDO: Building champions—and the recognition that comes with their success—
Old blueprints of campus facilities		STEPHEN BARDO: gives us the ability to transform our campus,
morphs into		building professional-quality facilities
Today's expanded facilities		that draw even more future champions—
Coach writing plays on a board		STEPHEN BARDO: and those who can guide their path to success—
morphs into		
Professor writing on chalkboard		STEPHEN BARDO: to the university, its academics, and its athletics.
Coach McClain on camera Sergio McClain game highlights Coach at a game		COACH MCCLAIN: 5:02-5:32 "Coming in here as a parent, watching the university athletics and then hearing the concerns about how they would balance that athletically, it was very clear to me I wanted my son to be part of this. And now being on the staff I want to continue to keep that concept on the highest level. Because every parent deserves the right for their kid to come here to play sports and graduate."

EB on camera SUPER: EB Halsey Football EB game highlights EB studying or other activities Irwin Center		EB HALSEY: 6:14-6:16 "Academics and football go hand in hand. 6:30-6:36 "You can be the greatest athlete in the world, but if you don't have the grades, you're not going to be able to be out on the field. 6:37-6:49 "I definitely take pride in doing well in school as well as excelling out there on the football field, as evident in the fact that I've graduated already and still have this season to play."
B-roll buildings		STEPHEN BARDO: With this success comes an intense connection and commitment
B-roll buildings		STEPHEN BARDO: that doesn't end on campus.
Young fans at a game morphs into Older fans at a game		STEPHEN BARDO: Illini pride may get its start at the university, but there's nothing like watching your teams perform week after week to establish a lifelong devotion and passion for Illinois sports.
B-roll athletes, championships		STEPHEN BARDO: A dedication that helps the university and its students and athletes raise performance to new levels and exceed expectations time and again.
Ella on camera SUPER: Ella Masar Soccer		ELLA MASAR: 11:40-11:54 "People say I'm the lucky one, that I'm lucky. You've worked so hard for what you get. They gave me the opportunity, and I just feel like I have to pay them back, day in and day out. I feel like I'm the lucky one, not them."

Ron Guenther on camera		RON GUENTHER (facing camera): Simply put, success starts with you...and extends far beyond the game.
Fast montage of game highlights, various campus life footage, athletes in the community, etc.		Sound builds to crescendo,
U of I logo		ending on strong note as logo comes on screen.

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