

<p><u>VOICE OVER AND INTERVIEWS</u> <u>(voice over by an African American)</u></p>	<p><u>VIDEO</u></p>
<p>Bob Van Keuren and Ethel Stroman Actual dialogue will come from their videotaped conversation/interview.</p> <p>Topics/Questions --Ethel's work on the school board to diversify administrators and teachers --Ray Bryant being on the same page --The need to begin recruiting with the administrators --What diversity does for all students: "Every child will learn from every ethnicity. But we need our children to see teachers who look like them, so they'll say 'I can do that.' --Looking for administrators who really love kids and want to make a difference in their lives --We're looking for passionate people who want to be here with our kids --Okay, let's make a video about us</p>	<p>Building that says "Elmira City School District"</p> <p>Bob Van Keuren and Ethel Stroman walking into the building and down the hall, talking.</p> <p>Bob and Ethel sit down in an office or conference room.</p> <p>Caption: Ethel Stroman, Board of Directors, Elmira City Schools and Human Resources Manager, Chemung Cooperative Extension</p> <p>Bob Van Keuren Human Resources Director Elmira City Schools</p> <p>After they talk for awhile:</p> <p>Montage of teachers, administrators, and students of mixed races and faces, interacting. Can use materials from the current recruitment video.</p>
<p>VOICE OVER Elmira is a beautiful and friendly place to live. But the city faces some challenges.</p> <p>In 1972, a terrible flood leveled the downtown.</p> <p>Soon after, industrial jobs disappeared.</p> <p>And since then, many people have been trapped in the cycle of poverty.</p>	<p>Pictures of the beautiful hills: in green, in autumn foliage, in winter white.</p> <p>Picture from the Flood</p> <p>Pictures of deserted industrial buildings</p>
<p>But we're turning it around. Energetic business development has brought new companies and new jobs to the area.</p>	<p>Pictures of new industry, with captions showing name of company and date started.</p> <p>General Revenue Corporation 2004 Synthes 2001 Vulcraft 2001</p>

	<p>CAF 2000 Thomas Betts 1997 Imaging and Sensing Technology Corporation 1988</p>
<p>“I’m a huge proponent of living here. I was born and raised here, we raised our family here, we are very involved in our church.</p> <p>“Elmira offers a teacher or school administrator an economic advantage. The costs of housing, transportation, time getting around, are low. In Elmira you can go to your dentist at 8 and be back at work by 9. It's safe – you can send your kids to school without worrying, and focus on your job.</p> <p>“We have tremendous challenges, but so much opportunity to make a difference. And one person <u>can</u> make a difference.”</p>	<p>Outside of Chemung Canal Trust</p> <p>Inside Pat’s office, with him talking.</p> <p>Caption: Alex “Pat” Gilliam, Vice President & Business Development Trusts and Investments Chemung Canal Trust Company</p> <p>After Pat is established: Show families taking kids places, walking on the streets, playing in their yards or in parks.</p>
<p>“Elmira is a very welcoming community. People who are willing to roll up their sleeves and get the job done are welcome to the table.</p> <p>“It takes time to get things done in a larger city. Here, you can more easily learn who to call, and there's not a lot of bureaucracy.</p> <p>“In August 2006, there was a city deficit. The mayor and city manager asked business leaders to tell 'em what to do. I was part of that group. We met from September to February, and had a financial report by early December, In February we issued a final report. The city quickly moved to implement our recommendations.”</p>	<p>Outside of Star-Gazette Building</p> <p>Inside, Monte Trammer talking</p> <p>Caption: Monte Trammer, Publisher, Elmira Star-Gazette</p> <p>After Monte is established: Show groups of people of many races meeting together.</p>
<p>That’s the Elmira Can-Do attitude.</p> <p>One person can make a difference here, because in a small city you can more easily connect with people who want to solve</p>	

<p>problems.</p>	
<p>The Ernie Davis Center is a great place to make connections.</p> <p>In other cities, people looking for help have to run from one agency to another. At the Ernie Davis Center, children, teens, and families can find after school programs, help with housing, health information – and if it isn't here, the staff at the Center knows where to find it. And they are a wonderful resource for our teachers and school administrators.</p>	<p>Picture of Ernie Davis Center</p> <p>Picture of some kids at HeadStart</p> <p>Picture of some teens at the “Nabe”</p> <p>Below is a list of the services the Center offers: let's figure out how many we can show. Maybe these names can appear over a montage of interactions: HeadStart and after school kids, tutorial sessions, people talking with staff about things.</p> <ul style="list-style-type: none">Child Care--Head Start--New Day after school programsYouth Care--Ernie Davis Community Center--“University Bound”Family Development Services--Tutorial Services--Health and Nutrition--Alcoholism and Drug RehabilitationEnergy Services Bureau.--Weatherization--Energy System Analysis
<p>“Teachers can feel burnt out. That's why they have us. We partner with the schools with things like New Day, an after school program where kids from 5 to 12 years old develop basic skills. Kids love it; the teachers love it.</p> <p>“We're a support network—we connect the dots. We refer people, tell them what to do next and where to do it. It's a holistic approach to community and family.</p> <p>“To work here, you need your passion. If you really want kids to succeed, you'll bring people along.”</p>	<p>Video interview with Anita Lewis, perhaps as she walks through the Center. And/or continue with the above montage.</p> <p>Caption: Anita Lewis Deputy for Resource Development Equal Opportunity Program Ernie Davis Center</p>

<p>Now what about living in Elmira?</p> <p>If you're used to a big city, Elmira will amaze you. Housing is affordable. Commuting time is minimal. The air is fresh. The landscape is beautiful.</p> <p>The community is welcoming.</p>	<p>Some really pretty pictures of Elmira, including houses, both downtown and in slightly fancier suburbs. It would be great if we saw people in and around those houses.</p>
<p>At last count, Elmira was home to over 70 different churches, synagogues, and the As Sabiqun Islamic Center.</p> <p>We have houses of worship for everyone, many with African-American pastors.</p>	<p>Pictures of the pastors, and the congregations, as well as the outsides, of the churches listed below. People pictures are essential.</p> <p>Perhaps on a Sunday morning you could video people going to church at one of them. (I think Pat Gilliam goes to Faith Temple Community Church; Anita Lewis can also help.) You might also put in a Catholic and or Presbyterian church, or the Islamic Center.</p> <p>Faith Temple Community Monumental Baptist Church Frederick Douglass Memorial AME Zion Church Southside Alliance Christian & Missionary Church Friendship Seventh-day Adventist Church</p>
<p>We're not as isolated as you might think. Elmira is not far from New York City, Philadelphia, Rochester, Syracuse, or Boston. People here often travel to a big city for some fine arts and culture.</p>	<p>Map showing distances</p>
<p>But it's amazing how much culture our little town offers. And without the long commutes of a bigger city, you can easily get to events.</p> <p>What do you like? Museums, performances, music, art, history?</p>	<p>Montage of the Arnot Art Museum, the National Soaring Museum, and the Center for Mark Twain Studies.</p>
<p>The Clemens Center offers everything from improvisational comedy to Shakespeare, and from classical concerts to kid's shows</p>	<p>Clemens Center – show a children's performance. They may have video you can use: (http://www.clemenscenter.com/)</p>

<p>Green Pastures has been hosting jazz musicians in Elmira for fifty years.</p>	<p>Green Pastures and George Reed – show an evening’s performance.</p>
<p>If you visit the Corning Museum of Glass, plan to spend the day – or to return over and over again.</p>	<p>Corning Glass – show the glass blowing demonstration, and families walking through the exhibitions.</p>
<p>We've even got our own sports teams. The Elmira Jackals, a professional ECHL hockey team, play at First Arena, where you can also see comedy, wine festivals, and more. For basketball, we have the Elmira Bulldogs; for baseball, the Elmira Pioneers.</p>	<p>Pictures of the arena, with children and families going in, or as part of the spectators.</p>
<p>For history buffs, Elmira was an important stop on the Underground Railroad, and many African Americans here can trace their families back to that time.</p>	<p>See if there’s footage of people at the recent Black History Month event, Feb 08, Hilton Garden Inn in Big Flats. The event was planned to showcase black cultural history, both at the local level and nationally.</p> <p>For more: http://www.star-gazette.com/apps/pbcs.dll/section?Category=NEWS0112</p>
<p>Choose the most important sentence from each of the interviewees, to make the following points:</p> <p>“We have tremendous challenges, but so much opportunity to make a difference. And one person <u>can</u> make a difference.”</p> <p>““Every child will learn from every ethnicity”</p> <p>“It takes time to get things done in a larger city. Here, you can more easily learn who to call, and there's not a lot of bureaucracy.”</p> <p>“To work here, you need your passion. If you really want kids to succeed, you'll bring people along.”</p>	<p>Show each person talking, fading into the next quote..</p>

<p>Ask Dr. Bryant to say something like this. Or use the interview at the end of the current recruitment video.</p> <p>“I hope you’ve enjoyed meeting a few of us in this video, and that you’ll consider joining us in the Elmira City School District. Our staff will be glad to give you more details and statistics about Elmira and the school district. What really matters, though, is the community of people that knits it all together. The Elmira City School District offers a place where you can connect with people who believe in the power of education.”</p>	<p>Video interview with Dr. Bryant</p> <p>Caption: Dr. Ray Bryant, Superintendent, Elmira City School District</p>
<p>Ethel and Bob say something like this:</p> <p>“I think that says it all.”</p> <p>“Looks good to me.”</p> <p>“Let’s get some lunch.”</p>	<p>Ethel Stroman and Bob Van Keuren, in the same office as at the beginning, watching the video on a TV monitor.</p> <p>They get up and leave the office together, laughing and talking.</p>