

GOLISANO FOUNDATION

(Campaign Scripts (3))

Subject Info: The Golisano Foundation is a proactive partner with providers, organizations and the community to create an environment of dignity and care for disabled individuals and their families, particularly those with developmental disabilities. It bears the name of Rochester businessman and philanthropist, B. Thomas Golisano.

Goal/Objective: The only objective was to create an image piece that would enhance awareness of the Golisano Foundation.

Writer's Notes: One of the things I try to do as a writer is see things through other peoples' eyes. Sometimes this makes you look at things very differently – it can change values, opinions, and even levels of emotion.

This is the approach I wanted to bring to the Golisano Foundation. People who are not affected by disabilities most likely can't relate to individuals and families who are. They look at the world through different eyes. In this treatment, I wanted to create a campaign that began with an image – an initial impression. This initial impression would then be challenged by revealing the whole context of the picture. The hope is that the reveal would not only cause someone to reflect on the image, but reflect on themselves as well. The final image would then be a cropping that split the difference between the first two framings – in essence a new appreciation of the subject and the Golisano Foundation's mission.

COMPLETED SPOT "ACHIEVEMENT" AVAILABLE TO VIEW IN CLIPS SECTION.

GOLISANO FOUNDATION

“Achievement” :30

Writer: Takacs

VIDEO	AUDIO
CU - Photo of a smiling, autistic BOY (Jason McElwain). He is an athlete of some kind, but all we see is happiness.	<u>Announcer:</u> To achieve a goal can be an incredible source of fulfillment... of pride... of joy.
WIDE – Same photo, but now we see the boy being carried on his teammates’ shoulders in triumph.	But sometimes, to score a goal is an achievement so extraordinary that it transcends all other goals.
MED – Same photo, but now we see his smile in a new light and with newfound appreciation. <i>GFX: We See Achievement</i>	At the Golisano Foundation... ...we see achievement.
Photo pushes back to join a collection of other poignant photos from the foundation. <i>GFX. golisanofoundation.org</i>	For more information about our programs and grant opportunities, visit us at Golisano Foundation dot org.

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“Strength” :30

Writer: Takacs

VIDEO	AUDIO
CU - Photo of a bright, smiling little GIRL – happy as can be.	<u>Announcer:</u> When you think of strength, what images come to mind? Muscles? Athletes? People with great physical power?
WIDE – Same photo, but now we see the little girl in the terrible but needed grip of a machine required to help her stand.	What about the strength of will? What about the power of the human spirit? What about the ability to simply put one foot in front of the other?
MED – Same photo, but now we see her smile in a new light and with newfound appreciation. <i>GFX: We See Strength</i>	At the Golisano Foundation... ...we see strength.
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“Joy” :30

Writer: Takacs

VIDEO	AUDIO
CU - Photo of a MOTHER in tears, seemingly overwhelmed.	<u>Announcer:</u> Why is it that when we see tears, our immediate assumption is often of a person in pain... in despair?
WIDE – Same photo, but now we see that the mother is actually in the background. She is weeping at the sight of her mentally challenged child excitedly blowing out the candles on her birthday cake.	Why is it that when we see tears, we don’t immediately think of happiness... of elation... of a response so overwhelmingly joyous that the body can only weep?
MED – Same photo, but now we see her tears in a new light and with a new understanding. <i>GFX: We See Joy</i>	At the Golisano Foundation... ...we see joy.
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