

Client: RCS	Title: RCS Rural Services	Draft # 2 @ 5:10	Date: 5-11-05
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Graphics	VIDEO BOARD	SCRIPT	P	T	NOTES
	Farming and ranching shots. Shoot Donny walking with Trina Gress on his property. He walks to the place of the interview.	<u>Narrator:</u> Agriculture is more than an industry in North Dakota. It is our heritage, a way of life. Today, this way of life faces many challenges. For North Dakota farmers and ranchers who have permanent injuries, illnesses or impairments, thee challenges are even greater. At RCS Rural Services, our goal is to help. Donny “Smith” is a farmer who sought the rural services of RCS to help him maintain his independence in his farming operation, He explains..	1	29	(interview outside if possible)
	Cover of Donny at work on his farm	<u>Donny:</u> talks about how RCS helped him become an independent farmer again.	2	60	
	Shoot Jodi walking with Trina on the farm. She walks to the site of her interview.	<u>Narrator:</u> Jodi “Smith” is Donny’s wife and partner. She has seen first-hand how her husband has benefited from RCS Rural Services.	3	7	(Interview outside if possible.) Do we mention the cover we will have, if any?
	We see Jodi doing things she wasn’t able to do before	<u>Jodi:</u> will talk about the load that was lifted from her shoulder because of Donny’s renewed independence. (30 seconds)	4	30	In her office or somewhere at RCS,
	We get a close up of Trina talking with Donny. She walks, w/Donny, perhaps closing a gate.	<u>Narrator:</u> Trina Gress is one of many RCS Rural Service specialists available to assist you in your operation. She describes the steps she took to assist Donny.	5	13	
	Trina on camera	<u>Trina:</u> For farmers and ranchers maintaining	6	26/	

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	General agriculture and farming shots.	independence is important. My husband and I run our own farm and ranch operation and we know many of the farmers and ranchers in our area. I know how frustrating it would be for one of them if they weren't able to do the work necessary to keep their farm or ranch going. The best part of my job is assisting farmers and ranchers with maintaining self-employment and helping them to keep doing what they love.		245	May be at the end. Get a more accurate statement form Trina.
	Son working at the elevator? Donny on the phone. Donny walking into RCS Donny and Trina talking in her office. Donny signing some paperwork.	Trina: Donny first heard about RCS Rural Services from his son who worked at a local elevator. Donny called me and I invited him to come in to talk more. During our conversation, I learned about Donny's diabetes, his related poor vision and some physical limitations he was experiencing. At the end of our meeting, Donny applied for services, which is a fairly quick process.	7	23	How did the son hear about it? Did he have to apply before you went to his house? Did you
	Trina and LVS getting out of the car at the farm. Trina, LVS and Donny talking in the house.	Trina: I invited our low vision specialist to travel with me to Donny's farm where we learned more about his specific needs.	8	9	Diabetes. What additional impairments did this cause?
	Trina, LVS touring the farm. Looking at the gates, and the tractor.	Trina: We toured Donny's farm and he showed us his daily work and living routine. We listened carefully to what Donny felt he needed That helped us determine what types of equipment would be best to help him work independently	9	10	
	We see Trina filling our paperwork at her desk	Trina: We purchased the items recommended by the low vision specialist in order of priority.	10	6/ 48	

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	Delivery of items perhaps. Then we see the equipment as discussed. We see Donny doing the bookkeeping and taking his blood sugar.	Trina: First we purchased the CCTV... Additional lighting... And magnifiers... These items help Donny with bookkeeping and reading his sugar levels.	11	11	
	We see Donny sitting in his cab and then starting to get out. Donny using the remote control device. Donny using the steps Donny using the platform	Trina: Since Donny's diabetes makes it difficult for him to get in and out of his tractor to open his gates, we purchased a remote controlled gate opener... Tractor steps... And a loading platform.	12	13	
	Now we see Donny operating on his farm every thing that was purchased. We may see Trina visiting again. Then we see Trina putting his file away in the office.	Trina: Once we bought and put the equipment in place, I continued to keep in touch for about three months to make sure the equipment was doing the job. After 90 days, I closed his case.	13	13	
Graphic: PERMANENT and LIMITING: Injuries Illnesses Impairments	Then we see Trina Picking up the phone.	Trina: It's important to keep in mind that low vision and impaired mobility are not the only things we can help with. Any permanent injury, illness or impairment that limits your ability to remain independent can be managed.	14	14	

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	General agriculture and farming shots.	<u>Narrator:</u> RCS Rural Services works for all North Dakotans by keeping these farmers and ranchers operating. Their success has a positive impact on their local communities, on the state's vital ag economy, and most importantly, on their families.	15	17/ 108	Trina thinks it's too "business-y."
	No cover.	<u>Donny:</u> comment about the blessing that RCS has been to him, his family and his independence. (20 seconds)	16	20	
End with RCS Logo and other logos as designated by Harley.		<u>Narrator:</u> For more information about RCS Rural Services, contact the regional office near you.	17	8/ 28	