

**[Clark H Smith – Writing Samples]**

[Intro for Corporate 401(k) Video (rail services company)]

Camera close in on Rick and son sitting on levee overlooking rail yard.

Camera starts on left side. Close facial shot of two speakers.

Camera moves back and around the speakers so that the rail yard is easily seen beyond, over their shoulders. Railcars moving.

Final camera angle sets up Dick walking toward father and son.

Camera up and pans back to toward Rick and son. Still same shot, no edits.

Dick continues in Voice Over: (shots of employees working from corporate archive footage)

Son: Dad, where are all those trains going?

Rick: Well son, they're going all over America. This one here is grain going to Chicago. Those blue cars are microwaves going from the factory to stores in California.

Son: How do you know which one goes where? Don't they get all mixed up?

Rick: (laughs) Yeah, it looks like a plate of spaghetti up here, but the folks down there work real hard to plan where each car goes. If they do their job right, everything gets where it is supposed to go.

Son: Seriously? It just seems so complicated.

Rick: It is complicated, son. But it's worth the effort **here** to get what we want to be at the end of the line.

Son: (after brief reflection) Dad, you the man!

Dick: Planning, that's the key to [company]'s success. By solid planning, we have grown a small company operating out of the back of my El Camino to a nation-wide, industry-leading organization of almost a thousand employees in over 30 states.

Our winning philosophy is based on hiring and keeping great employees. Today, just like these trains that we keep running, I want you to talk to you about planning where you are going in life.

[company] offers all of our employees a great retirement program. It's called a 401(k). The great thing about a 401(k) is that **you** get to plan where you are headed in retirement. You get to decide how much you save and how you want to save. And perhaps that best thing about the 401(k), for every dollar that you set aside for retirement, [company] adds another fifty cents. That means that day one, dollar one, you are speeding your way to a healthy retirement fund.

Now, I want you to listen carefully to the information in this video, take a copy of it home and talk to your family about planning for the future. If you have any questions, contact your direct supervisor or our human resources department.

[company] is here today and solid for the future because we have planned well. Here's **your** opportunity to plan for yourself and ensure your solid future as well.