

## ***VIDEO***

**1)** Fade up from black into ECU of the strike of a golf ball at tee off.

T.C.: 3:16:10

**2)** CUT TO WS of ball flying through the air and landing in the fairway.

**3)** B-roll golf footage from ground level and aerial views continues as a background element.

**4)** Fast-paced MONTAGE begins with MORTISED BOXES flashing onto screen in various positions (*upper left, lower right, middle, upper right, lower left, etc.*) over background footage. Within each MORTISE, preview video clips with sound bites will set up the premise of the show. (*Approx. :45*)

**4a)** MS of Customer Service Rep (CSR) #1 answering incoming call.  
T.C.: 4:06:22

**4b)** CU of computer screen showing available tee time slots. PULL TO MCU of CSR & screen.  
T.C.: 4:07:52

**4c)** Interviewee #1. T.C.: 1:29:46

**4d)** MS of Interviewee #2.  
T.C.: 1:11:04

**DRAFT #1**

## ***AUDIO***

**SFX OF GOLFER’S STRIKE INTO HARD-DRIVING, UP TEMPO MUSIC TRACK WITH ENERGETIC THEME.**

**MUSIC CONTINUES DOWN AND UNDER SOUND BITES.**

EZ LINKS CSR #1: “Thank you for calling the EZ Links Tee Time Network, this is Kim, how can I help you?”

EZ LINKS CSR #2: “Did you have a particular day that you’d like to play...OK, how many players is it for?”

TESTIMONIAL #1: “EZ Links has helped us out tremendously...they streamlined all our administrative processes and they’ve made our lives very easy...and, I can’t recommend EZ Links enough!”

TESTIMONIAL #2: “On any given day, we have a

**VIDEO**

**4e)** ECU of phone display. PAN TO MCU of CSR greeting the caller. T.C.: 4:17:08

**4f)** MS of Interviewee #3. T.C.: 3:04:28

**4g)** CU of CSR #1. PAN TO computer screen showing confirmation. T.C.: 4:10:33

**4h)** CU of computer screen showing total fees. T.C.: 4:11:32

**4i)** MS of Interviewee #4. T.C.: 3:14:28

**DRAFT #1**

**AUDIO**

good 5 to 10 reservations from them which is a good hour of reservations that we're receiving and that's gonna be a substantial amount of money by the end of the year that we wouldn't normally see if we weren't able to have them helping us out."

EZ LINKS CSR #3: "Good Afternoon, EZ Links concierge line...Karen speaking...how may I help you?"

TESTIMONIAL #3: "I think it's been beneficial for us...and helped reduce our paperwork and increase our productivity in taking tee times."

EZ LINKS CSR #1: "You're reserved at 12:00 on the 21st of September for a foursome..."

EZ LIINKS CSR #2: "You're reserved at 6:46 a.m. on Wednesday, September 18th at Shady Lawns Golf Course for 3 players. Your total greens fees are \$150.00...and, your service charge is \$4.50. Your credit card will be charged \$154.40 on the 18th."

TESTIMONIAL #4: "Any way to bring more

## *VIDEO*

4j) MS of interviewee #5.  
T.C.: 2:08:03

5) DISSOLVE TO show open  
GRAPHICS and TITLE SCREEN:

*Introducing The  
EZ Links Tee Time Network*

6) MS of Pro Shop employee  
entering tee time in computer while  
on the phone.

7) WS of group of golfers driving  
up to tee in golf cart.

8) CU of computer screen. PULL  
OUT TO MCU of CSR at monitor as  
he/she schedules a tee time.

DRAFT #1

## *AUDIO*

customers in the door and to improve our effi-  
ciency, it doesn't take much thought to realize that  
it's a benefit."

TESTIMONIAL #5: "EZ Links is the thing of the  
future in golf in this area. They got their foot in the  
door right away...that's why I jumped on it. It's  
growing so fast, the golf industry, and golf courses  
are building up around this area...it's a fight for  
competition and this I think gives us an edge.  
days between golf courses...and, EZ Links is one  
way to edge out the competition."

**MUSIC UP THROUGH LOGO ANIMATION AND  
SHOW OPEN.**

**MUSIC SEGUES INTO A MODERATE-PACED  
CONTEMPORARY TRACK THAT CARRIES  
UNDER THE ANNOUNCER.**

ANNCR: For golfers and golf courses alike, The EZ  
Links Tee Time Network is a hole in one!

As the nation's first computerized tee time reser-  
vation service, EZ Links is making headlines

## *VIDEO*

FLY media clips over principal footage.

**(9)** MS of Andy Weeks. SUPER name and title. *T.C.: 5:01:55*

**(10)** CU of computer screen showing tee time confirmation.

**(11)** MS of Pro Shop employee receiving tee time confirmation simultaneously on his/her computer.

**(12)** SPLIT SCREEN interaction between golfer and CSR during a tee time reservation call.

*T.C.: 4:05:30*

**(13)** EFFECT TO MS of same customer waiting for someone to pick up the Pro Shop phone.

**(14)** EFFECT TO WS of busy Pro Shop with all phones tied up.

**(15)** CUT TO MCU of frustrated golfer hanging up.

**(16)** EFFECT TO long line of people waiting to get to the counter.

**(17)** MS of Golf Pro praising EZ Links. *T.C.: 3:13:10*

**(18)** MS of Golfer at tee.

**(19)** SPLIT SCREEN of golfer on cellular phone talking with EZ Links reservation specialist.

**(20)** EFFECT TO MS Pro Shop employee using the computer to

## *AUDIO*

by providing golfers with a simple, hassle-free and inexpensive way to book tee times at participating Member Courses.

ANDY WEEKS: (Briefly explains how the system was designed after current paper-based system... and, is easy to learn and use.)

ANNCR: For Golfers, EZ Links delivers the convenience of instant access to detailed course information and knowledgeable, courteous reservation specialists. With EZ Links, there's no waiting for an answer... **(SFX of Phone ringing)**...no busy signals...**(SFX of busy signal)**...and, no standing in line at tee time.

GOLF PRO: (Testimonial about convenience of showing up and heading straight to the tee.)

ANNCR: As an added bonus, golfers with cellular service through Cellular One can immediately connect with an EZ Links representative by simply dialing \* GOLF on their cellular phones.

## ***VIDEO***

schedule tee time.

**21)** WS of large group of players on the green.

**22)** MCU PAN from golfer to Pro as golfer pays for outing.

**23)** MS of Golf Manager reviewing a report from the computer.

**24)** MCU of Golf Manager in Pro Shop. *T.C.: 1:06:09*

**25)** CU of computer screen showing report on business activity.

**26)** Any available B-roll of hotels, travel agents at computers, etc.

**27)** MS of Steve McKenna.  
SUPER Name and title.  
*T.C.: 6:18:00*

**28)** CU of Web site page.

**29)** WS of EZ Links personnel hooking up hardware in Pro Shop.

**DRAFT #1**

## ***AUDIO***

ANNCR: For Member Courses, EZ Links is a

bridge to building business. As a Member, you'll

gain access to more players...

...more revenue...

...and more managerial control.

TESTIMONIAL: (We saw an increase in volume

almost immediately....some kind of statistical

reference, etc. And, with the computer, we're able

to keep track of trends and plan ahead using the

database we've established through EZ Links.)

ANNCR.: In addition to direct reservations, the EZ

Links Tee Time Network makes it convenient for

hotels, airlines, travel agencies and a host of other

reservation agencies to book tee times for their

customers.

STEVE McKENNA: (Overview statement on how

the service is linked to hotels, travel agents, air-

lines, reservation agencies, web site, etc...

providing increased exposure and more bookings.)

ANNCR: The EZ Links system is Network Ready to

## ***VIDEO***

**30)** MS of EZ Links Technical Support Person instructing a Pro Shop employee how to use software.

**31)** MS of Pro Shop Employee or Manager. *T.C.: 2:05:16*

**32)** MS of Bookkeeper from Old Orchard. *T.C.: 1:18:51*

**33)** CU of paper schedule all scribbled up.

**34)** CU of computer screen showing day's schedule.

**35)** WS of CSR's at work.

## ***AUDIO***

interface with virtually any existing computer technology platform. When you sign up as a Member Course, EZ Links will supply and install all of the hardware software and equipment you need to be linked to our system...with no upfront costs to you. And, we'll even conduct on-site training sessions to bring your staff up to speed on our user-friendly software.

TESTIMONIAL: (I'm not a computer person, but this is so easy to use, you can't make a mistake. It tells you what to do every step of the way.)

TESTIMONIAL: (I like it because it's more organized. We used to have scribbled messages on top of one another...and it was hard to read or know what was going on on the schedule. Now, everything's a lot more organized with the computer...and, it's easy to change things using the mouse.)

ANNCR: EZ Links was designed with flexibility in mind. We understand necessities vary from course to course. And, we know how to tailor our services

***VIDEO***

**36)** MS of Golf Pro.

**37)** TBD.

**38)** MS of Andy. *T.C.: 5:09:50*

**39)** MS of Old Orchard Director.

**40)** MS of Steve. *T.C.: 1:10:09*

**41)** Pro Shop activity.

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to deliver the options and results you need.

GOLF PRO: (Explains how EZ Links redesigned software to customize to his course...and, did it in only 2 weeks.)

ANNCR: With three types of membership to choose from, EZ Links is equipped to provide you with the services you need when you need them.

ANDY WEEKS: (Talks about Staff On Demand Membership)

TESTIMONIAL: “Last Saturday, EZ Links reserved 17 reservations for us at night. When we close down the operation here they pick up the phone and answer it Old Orchard Country Club as though they’re calling Old Orchard. The customer is received...and, he gets all the information he would get if he was calling here...and they booked 17 tee times for us which filled our afternoon open play... and brought in about \$1,700 in business that day.”

STEVE McKENNA: (Talks about Full Membership)

***VIDEO***

**42)** Golfer outing shot.

FREEZE AND DIM. SUPER:

*Individual Cost: \$1.50*

*Member Cost: \$1.25*

**43)** Happy golfers leaving course.

**44)** Aerial view of golf course.  
Ending MONTAGE of clips begins.  
...similar to open. MORTISED  
one-liners from satisfied golfers  
and Members.

**45)** *T.C.: 3:14:51, 1:28:11,  
1:14:10, 1:18:50, 2:10:28*

SUPER: Web site info.  
1-888-88-LINKS

***AUDIO***

ANNCR: The EZ Links Tee Time Network is an affordable solution for both golfers and Member courses. When we take tee time reservations through our toll free number, we charge each golfer a \$1.50 service fee...and you, nothing. And, when we take reservations from you overflow calls, we charge you \$1.25 per golfer booked. In all cases, we take the reservations, and you keep your full greens fees.

With so many benefits awaiting you, isn't it time you linked up with EZ Links?

**(SOUND BITES HERE)**

ANNCR: For more information, a demonstration ...or a free evaluation of your service needs, check out our Web site page on the internet, contact your EZ Links Representative...or call our toll free number today!

***VIDEO***

***AUDIO***