

## **VIDEO**

1) Fade up from black as ETOP logo animation reveals to center screen.

Dip to black.

2) Fade up from black as montage unfolds with quick cuts sequence of scenes representing lifestyle and workplace scenes of diverse American workers and their families. Sequence transitions to global business and industry-related scenes, composite whip pans, snap zooms, world breaking news headlines and graphics in a layered manner that allows two to three images to overlap and interchange on screen at one time. As background element, bring in spinning globe, and key traveling SUPERS in a variety of fonts over background composite imagery:

*Emerging Technologies*

*Global Competition*

*Trade Liberalization*

*Deregulation*

In the foreground, maintain imagery depicting American business and the evolution of technologies that are changing the way business is conducted (i.e. robotics, digital data, computers, internet, etc.)

Continue with traveling

SUPERS:

*Mergers*

*Acquisitions*

**ETOP Promotional Video  
Long Version, 4/9/16**

## **AUDIO**

LOGO TAG MUSIC UP FULL.

TAG MUSIC DOWN AND OUT WITH DIP TO BLACK.

FAST-PACED, RHYTHMIC TRACK WITH DRAMATIC PERCUSSIVE BUILD BEGINS. MIX IN SFX FROM RUSH HOUR TRAFFIC, ACTIVE CITY STREETS, MANUFACTURING LINES IN FULL SWING, STOCK EXCHANGE TRADE FLOOR, etc. TO SUPPORT COMPOSITE IMAGERY.

OVERLAPPING, MODULATED VOICES SET STAGE AS MONTAGE UNFOLDS.

VOICE #1: Emerging technologies...

VOICE #2: Global competition...

VOICE #1: Trade liberalization...

VOICE #2: Deregulation...

THE MOMENTUM OF THE MUSIC TRACK BUILDS AS VOICES FADE DOWN UNDER ANNOUNCER.

ANNOUNCER (VO): The face of American business is rapidly changing.

OVERLAPPING VOICES FADE BACK UP FULL.

VOICE #2: Corporate mergers...

VOICE #1: Acquisitions...

VOICE #2: Divestments...

VOICE #1: Spin-offs...

## *VIDEO*

### *Divestments*

#### *Spin-Offs*

3) Composite montage continues with scenes depicting diverse range of workers performing a variety of skilled labor jobs as well as using the computer on the job and to communicate to others via e-mail, etc.

4) Time-lapse sequence of manufacturing process showing workers in frame, then as time passes showing automated process requiring little human interaction.

5) Graphic depicting peaks and valleys in market trends.

6) Scene showing manager reviewing reports while observing plant floor activity.

7) Scene showing employee looking confused while trying to work at a computer on the job.

8) Scene showing silhouette of group of individuals walking away from a deserted plant at dusk.

9) Composite montage showing workers in classrooms, independent study scenes and on the job using current technologies with ease.

10) Segue to opening title screen build against stylized graphic background. SUPER: *Introducing the Enhanced*

**ETOP Promotional Video  
Long Version, 4/9/16**

## *AUDIO*

VOICES FADE DOWN UNDER ANNOUNCER.

ANNOUNCER (VO): And, for working Americans and their employers...the challenge of competing on the world stage, combined with the acceleration of electronic business practices...brings to bear an enormous impact.

OVERLAPPING VOICES FADE UP.

VOICE #2: A shrinking labor pool...

VOICE #1: Volatile market demands...

VOICE #2: New performance standards...

VOICE #1: Skill deficiencies...

VOICE #2: Job insecurities...

VOICES FADE DOWN AND UNDER ANNOUNCER.

ANNOUNCER (VO): For those who find themselves lacking the knowledge they need to advance with the times, there are no guarantees.

But, for those who have strengthened their potential by renewing their skills, new opportunities and rewards abound.

In this information age...now, more than ever before...those who seek to achieve a competitive advantage must stretch beyond the boundaries of limitation and embrace the power of continuing education.

## **VIDEO**

### *Training Opportunities Program*

DISSOLVE OUT the word  
*Introducing. ETOP* logo and  
title pull back into lower third  
graphic panel. DISSOLVE IN  
show theme title:  
*The Power of Education*

Dip to black.

11) Fade up from black into  
sequence of scenes showing  
ETOP participants in various  
class and independent study  
situations, i.e. using library, at  
computer, instructor-lead  
classroom activities, etc.

12) Stock footage showing  
employees on the job.

13) TILT down list of names  
of top market producers...  
AT&T, Avaya Communica-  
tions, Lucent Technologies,  
etc.

14) GRAPHIC BUILD.

HEADLINE:

*The Conference Board - 1999  
Research Report*

SUPER:

*Inadequate basic skills*

*> 40% of workforce*

*> 50% of high school  
graduates*

*16% of college graduates*

15) GRAPHIC transition  
element wipes across screen  
to reveal ETOP logo build full  
screen against moving  
graphic background.

16) Series of scenes showing  
technical skills class,  
computer training class and  
one-on-one consultation

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## **AUDIO**

MUSIC UP THROUGH TITLE SCREEN BUILD.

MUSIC TRANSITIONS TO CONTEMPORARY BED  
TRACK THAT CARRIES DOWN AND UNDER THE  
ANNOUNCER.

ANNOUNCER (VO): Continued learning fortifies  
the mind and enriches the soul. It inspires  
imagination, encourages growth and invigorates  
performance.

It's no secret that better trained employees are  
more productive and efficient workers on the job.

It's also no surprise that employers who invest in  
workplace education programs are more successful  
and profitable in the marketplace.

As emerging technologies evolve, the need for  
perpetual learning is on the rise. Recent research  
data indicates that "more than 40 percent of the US  
workforce and more than 50 percent of high school  
graduates do not have the basic skills they need to  
perform their jobs" effectively. And, even 16  
percent of college graduates possess "inadequate  
basic skills."

SFX TO MATCH GRAPHIC WIPE TRANSITION.  
NEW, UPBEAT MUSIC BED BEGINS UNDER  
ANNOUNCER.

ANNOUNCER: The Enhanced Training  
Opportunities Program, better known as ETOP, is  
an occupational education program that specializes  
in building employees' skills and competencies  
through workplace skills instruction, computer skills

## *VIDEO*

between ETOP counselor and an employee.

17) Clips showing CUs of a variety of employee participants in learning settings.

18) MS Dutch angle interview scene, dramatically lit at ETOP headquarters.

SUPER ID:

*William J. Dussling*

*ETOP Co-Executive Director*

50)MS, interview-style, at ETOP headquarters.

SUPER ID:

*Nicholas M. Falcone*

*ETOP Co-Executive Director*

20) GRAPHIC transition element wipes across screen.

21) Historical montage begins showing photos from early days of ETOP. Merge logos of IBEW and AT&T to center screen over copy of original agreement document.

22) Background imagery continues to change showing progression of photos and video footage moving forward to today. EFFECT out AT&T logo, and bring in Lucent logo, followed by Avaya logo.

23) CUs of represented employees at work.

24)MS of Glenn Reeder.

SUPER ID:

*Glenn Reeder*

*ETOP Participant*

**ETOP Promotional Video  
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## *AUDIO*

development, and career counseling.

ETOP focuses on enhancing an organization's future through the development of its people.

BILL DUSSLING (1:21:53): "ETOP is unique because it's a trusted organization by both management and labor and has a history of being a trusted organization that can provide high, high quality programs at convenient times that certainly elevates the work force's skills and abilities, and is a value to the company."

NICK FALCONE (3:27:19): ETOP affects the work force, the employer, the union in some surprising ways. In fact, in many instances, labor relations has been better between labor and management because of the cooperative efforts in ETOP."

SFX TO MATCH GRAPHIC WIPE TRANSITION.  
MUSIC FADES UP UNDER ANNOUNCER.

ANNOUNCER (VO): ETOP was created in 1986 as part of an Employment Security Package agreement between the IBEW and AT&T.

Since its inception, ETOP has served multiple employer organizations throughout the country, including AT&T, Lucent Technologies, Avaya and Agere.

ETOP's mission is to provide IBEW represented employees with training and educational opportunities that are not covered by their employers' tuition assistance plans.

GLENN REEDER (7:27:52): "I really like the concept of the company and the union working together. They're trying to accomplish a common goal that will benefit both the company, and therefore, the union members...to do this."

## *VIDEO*

25) GRAPHIC transition  
element reverse wipes across  
screen.

26) WS of classroom setting  
with instructor leading the  
class. FREEZE and DIM  
image. BUILD SUPER:  
*ETOP Courses*

- *expand occupational & communication skills*
- *increase knowledge of emerging technologies*
- *create new opportunities for growth*

27) MS of Tom Bambrick.  
SUPER ID:  
*Thomas Bambrick*  
*ETOP Participant*

28) MS of Nathan Rojas.  
SUPER ID:  
*Nathan Rojas*  
*ETOP Participant*

29) GRAPHIC transition  
element wipes across screen  
revealing MWS Dutch angle  
interview scene, dramatically  
lit at IBEW headquarters.  
SUPER ID:  
*Jack Barry*  
*IBEW International President*

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## *AUDIO*

SFX TO MATCH GRAPHIC WIPE TRANSITION.  
MUSIC FADES BACK UP UNDER ANNOUNCER.

ANNOUNCER (VO): All ETOP courses are  
designed to provide IBEW represented employees  
with learning experiences that:

- expand their occupational and communication skills,
  - increase their knowledge of relevant and emerging technologies,
- and
- create new opportunities for personal and professional growth.

THOMAS BAMBRICK (8:13:27): “The advantage of  
learning at ETOP is it just continually adds to my  
job skills.”

NATHAN ROJAS (13:18:14): “I think it’s a great  
benefit because, you know, the sky’s the limit as far  
as learning.”

SFX TO MATCH GRAPHIC WIPE TRANSITION.  
PERCUSSIVE TRACK ONLY CARRIES UNDER  
INTERVIEW.

JACK BARRY (OC): Providing training and up-to-  
date occupational skills for manufacturing workers  
is not an option, it’s a necessity.

Since our founding in 1891, the IBEW has  
dedicated itself to develop and provide training and  
education for our members. Well-trained  
employees are essential to successful employment,

## ***VIDEO***

30) FLASH to MCU of Jack.

31) Cut to MS of John Dickson. MS, interview-style, at Agere Systems headquarters.

SUPER ID:

*John Dickson*

*Agere President & CEO*

32) Graphic transition element reverse wipes across the screen revealing WS exterior of ETOP Enhanced Learning Center. FREEZE and DIM scene. ETOP logo and HEADLINE BUILD:

*150,000+ Courses*

MANIPULATE fields of study

SUPERS:

*Electronics*

*Clerical*

*Technical*

*Computer Training*

*Health Care*

*Management*

*Accounting*

*APICS*

*Personal Development*

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## ***AUDIO***

particularly in today's global markets.

The Enhanced Training Opportunities Program, ETOP, was established to accomplish this very purpose. Since 1986, ETOP has helped thousands of manufacturing employees increase their employment skills and to obtain greater job security.

ETOP has developed into a world-class training organization...and, I'm proud of its efforts on behalf of our manufacturing members.

SFX TO MATCH GRAPHIC WIPE TRANSITION.

JOHN DICKSON (7:01:30): "We look to our employees to continuously educate themselves, to upgrade their capabilities, and the availability of the ETOP system and ETOP capability is very, very powerful in providing that facility for people to continuously upgrade their knowledge, their understanding." (MAY EDIT OUT)

SFX TO MATCH GRAPHIC WIPE TRANSITION.  
SEGUE INTO NEW MUSIC BED DOWN AND  
UNDER ANNOUNCER.

ANNOUNCER (VO): To date, ETOP has funded more than 150,000 career development courses in a diverse spectrum of fields, ranging from Electronics, Clerical, Technical, Computer Training and Health Care...to Management, Accounting, APICS, Personal Development and Basic Refresher Courses.

## *VIDEO*

### *Basic Skills*

- 33) MS of Nick Falcone.
- 34) CUT to stock scene of GED graduation ceremony.
- 35) CUT to CU of scene showing technical knowledge.
- 36) MWS of group of employees in class setting.

37) GRAPHIC transition reverse wipes across screen to reveal MWS of group of participants entering ETOP Enhanced Learning Center.

38) MS of Bill Dussling.

- 39) MWS pan of Enhanced Learning Center entrance.
- 40) WS exterior of manufacturing facility as employee enters building.
- 41) MWS interior pan as same employee walks from plant floor to Enhanced Learning Center and enters.
- 42) REVEAL U.S. MAP. HIGHLIGHT locations: *Allentown, PA*

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## *AUDIO*

NICK FALCONE (2:22:47): “We cover everything from basic skills to GED to computer skills, electronics, associate degrees...anything that might be of value in an employment situation, we do it!”

ANNOUNCER (VO): For employees who have never had an opportunity or the resources to pursue their educational dreams...ETOP represents the threshold to an enhanced career and future.

SFX TO MATCH GRAPHIC WIPE TRANSITION.  
MUSIC FADES BACK UP UNDER ANNOUNCER.

ANNOUNCER (VO): One of ETOP’s top priorities is to make education an enjoyable and valuable experience for everyone who participates.

BILL DUSSLING (1:10:53): “It’s important for ETOP to make learning easily accessible because we are dealing with adult learners. They have their own lifestyles, they have their own commitments and they are taking training on their own time, so it has to be convenient and it has to be reliable for them to fit it into their lives.”

ANNOUNCER (VO): ETOP’s Enhanced Learning Center concept is a unique training and delivery system that centralizes a variety of learning capabilities and media resources within steps of the manufacturing plant floor.

ETOP has established Enhanced Learning Centers at manufacturing locations across the country.

## VIDEO

Breinigsville, PA

Reading, PA

Clark, NJ

Columbus, OH

Little Rock, AK

Montgomery, IL

Omaha, NE

Orlando, FL

Shreveport, LA

Oklahoma City, OK

Denver, CO

43) WS interior pan of Enhanced Learning Center.

44) CUT to MS of staff member assisting participant.

45) CUT to MWS pan of computer training center.

46) CUT to employee on the job using a computer.

47) CUT to WS of computer class in session.

48) MS of Victoria Klein.

SUPER ID:

*Victoria Klein*

*ETOP Participant*

49) MS of Jim Brice.

SUPER ID:

*Jim Brice*

*ETOP Participant*

50) MS of Rose Bachik.

SUPER ID;

*Rose Bachik*

*ETOP Participant*

51) GRAPHIC transition element wipes across screen to reveal scene showing participant using audio headsets in media room.

52) CUT to MS of computer instructor interacting with participants in classroom.

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Enhanced Learning Centers serve as one-stop career centers that are staffed with qualified training personnel...and, are fully equipped with the latest technologies and software platforms for computer training.

VICTORIA KLEIN (11:11:17): "Without ETOP funding, I would have never gone back to school because I could not afford to, definitely not."

JIM BRICE (11:17:48): "I didn't have to choose between furthering my education or spending time with the kids."

ROSE BACHIK (10:17:28): "Having ETOP Center on site afforded me the manageability to get my Associates Degree while working a full time position."

SFX TO MATCH GRAPHIC WIPE TRANSITION.  
MUSIC FADES UP UNDER ANNOUNCER.

ANNOUNCER (VO): Keeping in step with industry trends, ETOP proactively engages the highest caliber people and programs to provide participants with the most up-to-date educational opportunities.

## **VIDEO**

53) MS of Tom Bambrick.

54) CUT to MS Dutch angle of interview scene with Loretta Harris, dramatically lit at ETOP headquarters.

SUPER ID:

*Loretta Harris*

*ETOP A+ Certified Instructor*

55) CUT to silhouette shot of computers and participants.

SCROLL through list of ACE recommended courses.

*ACE Recommended Classes*

*Introduction to DOS*

*Introduction to Computers*

*Introduction to Microsoft Word*

*Intermediate Microsoft Word*

*Advanced Microsoft Word*

. (see list for all classes)

.

*PC Maintenance & Repair*

56) MS of Jim Brice.

57) CUT to computer class scenes.

58) GRAPHIC transition into scene showing participant using library.

59) CUT to scene showing counseling session between ETOP advisor and participant.

60) Series of shots showing different types of classes in session.

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## **AUDIO**

MUSIC FADES OUT AND PERCUSSIVE BEAT CARRIES UNDER INTERVIEW SEGMENTS.

THOMAS BAMBRICK (8:14:46): “I use computers constantly at work, and the skills that I’ve learned at ETOP have really made things quite easy for me. Instead of struggling along, they’ve given me the skills that I need.”

LORETTA HARRIS (4:26:00): Two dozen of ETOP’s on-site computer courses are recommended by the American Council on Education...and, to receive this recommendation from ACE...you must have high standards and deliver high quality instruction. So, with so many of the ACE recommended courses being offered by ETOP, it says a lot about our commitment to career development through computer training.”

JIM BRICE (11:23:36): “We have great computer instructors. They know what they’re doing, they’re enthusiastic, they’re helpful.”

SFX TO MATCH GRAPHIC WIPE TRANSITION.  
BED MUSIC FADES UP UNDER ANNOUNCER.

ANNOUNCER (VO): Each Enhanced Learning Center also provides comprehensive, multi-faceted learning resources including extensive libraries...self-paced learning stations...and, individualized career and academic counseling for represented employees.

## VIDEO

61) Scene showing employee leaving the center and going to work on floor.

62) GRAPHIC transition element wipes across screen to reveal MS of Loretta Harris at ETOP headquarters.

63) MS of Jim Held.  
SUPER ID:  
*Jim Held*  
*ETOP Participant*

64) MS of Elizabeth Smurda.  
SUPER ID:  
*Elizabeth Smurda*  
*ETOP Participant*

65) ETOP Center scenes.

66) GRAPHIC BUILD against moving background.  
HEADLINE:

*ETOP Academic Partners*  
SUPER:  
*Bellevue University*  
*Columbus State Community College*  
*Community College of Denver*  
*Front Range Community College*  
*Lehigh Carbon Community College*  
*Louisiana State University in Shreveport*  
*Oklahoma State University*  
*Penn State*  
*Reading Area Community College*  
*Valencia Community College*

67) MS of Eric Towles.

SUPER ID:  
*Eric Towles*  
*ETOP Participant*

68) MS of Michel Ramsey.  
SUPER ID:  
*Michel Ramsey*  
*ETOP Participant*

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The Enhanced Learning Centers are ideally suited environments to accommodate basic skills and occupational training sessions, secondary school skills classes and undergraduate college courses.

And, because ETOP makes every effort to schedule courses at convenient times, either before or after shift changes, employees can go to class and then on to work, or vice versa...without leaving the building.

SFX TO MATCH GRAPHIC TRANSITION.  
MUSIC FADES OUT. PERCUSSIVE BEAT  
CARRIES UNDER INTERVIEW SEGMENT

JIM HELD (10:24:39): “You don’t have to drive to the college, you don’t have to go to the library, you have everything right here that you need, and it saves you time.”

ELIZABETH SMURDA (8:07:30): “You can also come here to study, to get additional information if you need that.”

ANNOUNCER (VO): To ensure that each participating employee receives the highest quality education possible, ETOP has established academic partnerships with leading local colleges, vocational institutes and major universities across the country. Through these alliances, ETOP has assembled professional, full-time faculty to staff each Enhanced Learning Center.

ERIC TOWLES (15:07:27): “They coach you

## *VIDEO*

## *AUDIO*

69) GRAPHIC transition  
element reverse wipes across  
screen.  
70) MS of Bill Dussling.

71) MS of Victoria Klein.

72) MS of Nick Falcone.

73) MS of John Dickson.

74) GRAPHIC WIPE  
TRANSITION.  
75) MS of Jack Barry.

through everything step by step. They make sure you understand what you're getting into. They answer your questions!"

MICHEL RAMSEY (13:29:30): "I have the drive now... know I can do it. I wouldn't have had it if it wasn't for the ETOP counselors and instructors."

SFX TO MATCH GRAPHIC WIPE TRANSITION.

BILL DUSSLING (2:15:01): "ETOP is successful Because it offers programs that people want to attend on their own time, and it certainly meets the needs of management and it meets the needs of the union."

VICTORIA KLEIN (11:15:42): "There are not a lot of companies and a lot of unions that join together to give their employees this great gift. And, I'm proud of both areas, the union and the company because of it."

NICK FALCONE (3:05:04): "Jobs continually change, and the skill needs continually change, so you have to have a continuous learning process in order to be able to accommodate the change."

JOHN DICKSON (7:15:36): "The future is all about having the very best of employee capability... people who are flexible, people who understand evolving technologies, people who can learn and adapt continuously, and the match of ETOP with that requirement, a system that provides easy access, broad educational support, allows people to learn continuously and develop continuously, I think is a very powerful partnership with the need that we have to – to go out and compete and win in this very, very tough marketplace."

SFX TO MATCH GRAPHIC WIPE TRANSITION.

JACK BARRY (OC): "Now that ETOP has become

## VIDEO

76) ETOP participants at computer station.  
77) MS of Henry Schacht.  
SUPER ID:  
*Henry Schacht*  
*President & CEO*  
*Lucent Technologies*  
78) GRAPHIC transition element wipes across screen to reveal closing composite montage, showing happy workers on the job and in the classroom being productive. MANIPULATE SUPERS over imagery as was done in the opening sequence:  
*Job Satisfaction*  
*Career Advancement*  
*Improved Performance*  
*Better Products*  
*Better Pay*  
*Competitive Advantage*  
79) Wide shots of plants, CU's of employees, MWS of Enhanced Learning Center...PUSH TO CU of ETOP logo on center entrance.  
80) SNAP OUT TO WS as class of participants exits the Enhanced Learning Center talking and smiling.  
81) Slow DISSOLVE to GRAPHIC with moving background. ETOP logo BUILDS to full screen, then pushes back into lower third

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## AUDIO

a multi-employer organization, I urge all IBEW Local Unions who have not already done so to negotiate an education and training fund for tomorrow's jobs and provide a more secure future."

HENRY SCHACHT (OC): "We live in an age where learning is never finished. In fact, today, learning must be a continuous process. (FLASH CUT) ETOP is dedicated to providing our employees with the training and education needed to develop the skills necessary for our future success."

SFX TO MATCH GRAPHIC WIPE TRANSITION. OPENING MUSIC REPRISES AND BEGINS TO BUILD UNDER OVERLAPPING VOICES.

VOICE #1: Job satisfaction...

VOICE #2: Career advancement...

VOICE #1: Improved performance...

VOICE #2: Better products...

VOICE #1: Better pay...

VOICE #2: A competitive advantage...

ANNOUNCER (VO): For employers and eligible employees alike...now is the time to make a commitment to continuous learning...and strengthen your marketability through the Enhanced Training Opportunities Program.

Put the power of education to work for you...and, help build a stronger, more prosperous America for the 21st century!

MUSIC BUILDS UNDER VOICE #1.

VOICE #1: For more information on the Enhanced

***VIDEO***

of screen. SUPER:  
*www.etop.org*  
*630-250-9440*

82) SUPER:  
Any Credits and/or  
disclaimers.  
*Copyright 2001, ETOP, Inc.*

Fade to black.

***AUDIO***

Training Opportunities Program, visit our Web site  
at [www.etop.org](http://www.etop.org)...or, call ETOP headquarters in  
Itasca, Illinois at 630-250-9440.

MUSIC UP FULL THROUGH CREDITS,  
DISCLAIMERS AND COPYRIGHT INFORMATION,  
THEN DOWN AND OUT WITH FADE TO BLACK.