

# **RIO STORY VIDEO CREATIVE TREATMENT**

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**Prepared for:**

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## BACKGROUND

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In 1978, the Maricopa County Community College District established Rio Salado College. With Rio Salado, a new era for education in Arizona began.

Rio Salado provides affordable, quality education to working adults, at times and in places most convenient to them. The college doesn't have a traditional campus. Rather, Rio is a college without walls or boundaries. Rio is an innovator in the application of technology to learning. The college offers over three hundred Distance Learning classes. More than two hundred of these are available over the Internet.

Rio Salado partners with corporations, government agencies and community organizations to develop programs of study relevant to today's workplace. Degree and certificate programs can combine academics with industry-specific training, giving students a well-rounded education as well the skills they need to pursue work in a particular career. Programs may also be tailored to meet the training needs of a particular business or organization.

Rio Salado offers accelerated learning programs. Through a combination of classroom time and independent study, students can earn certificates of completion, in a variety of fields, in as little as six months.

The Rio Salado story is an exciting one. We plan to capture that excitement and provide an overview of the Rio Salado experience in a five to seven minute video. This video will replace the current "The Rio Salado College Story" video. The program will be used as a PR tool and will help bring the Rio Salado story to potential partners as well as the general public.

# OBJECTIVES

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The primary goal of the video is to generate awareness of Rio Salado. The Rio sales staff will use the program during presentations to potential corporate, community and government partners. Rio representatives will also play the video during speaking engagements with community groups.

After seeing the video our audience will:

- Know that Rio Salado is an innovative “college without boundaries” offering flexible and relevant high quality education to working adults.
- Understand Rio Salado’s three areas of focus: Customized Programs and Partnerships, Accelerated Formats, Distance Learning.
- See how Rio Salado partners with corporations, community groups and government agencies to provide industry-specific degree and certificate programs.
- Learn how Rio Salado uses technology to bring learning to its students.
- Appreciate what it’s like to be a student at Rio Salado.

## STRATEGIES

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Rio Salado offers exciting learning opportunities. We'll communicate this excitement using a variety of elements:

- Graphics & animation. If the budget allows, we can start the show with some limited animation. A spark (representing the spark of knowledge) can transform into a fiber optic earth (showing the scope of the Internet) and then become the "o" in "Rio" as we progress to our opening title.
- Interviews and b-roll. A variety of people, from administrators, to teachers, to students and partners will describe their Rio Salado experiences. We'll superimpose them against scenes depicting Rio Salado's people, programs and technology.
- Mini documentaries. We'll illustrate the three areas of focus (Customized Programs and Partnerships, Accelerated Formats and Distance Learning) by telling the stories of students, instructors and/or partners involved in each. We'll produce one segment, approximately one minute in length, per area. The subject of each will be interviewed and will be taped in scenes that relate to his or her Rio Salado experience.
- Narration and music. Compelling narration and upbeat music will carry us from section to section of the program. The narration will be the thread that binds together our sound bites. The music will provide the emotional foundation supporting the visual and narrative elements.

## CREATIVE APPROACH

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The following description provides an idea of how the program may look and sound. This is a suggested creative approach only – not a script. It serves as a starting point. From here we can decide what works and what doesn't, what information needs to be included and what can be excluded. Once we refine our treatment, we can proceed to a script, the shoot and the finished program.

We HEAR music. It has an understated yet driving rhythm and an air of expectation.

Fade in.

We SEE working adults from a variety of angles. They're in a box that moves slowly toward the center of the screen.

*Narrator: Take working adults with a burning desire for education and a need for flexible and convenient learning.*

Transition to a student.

*Student: I need to improve my education, but I don't have time to drive to a college and sit in a classroom.*

Another box appears, moving toward the center of the screen. In it are shots representing Rio Salado partners: corporate signs, executives and employees interacting with Rio instructors.

*Narrator: Add corporations, professional associations and government agencies needing to create a more competitive workforce.*

Transition to a partner.

*Partner: It's to our benefit to have a workforce that's qualified for the high quality jobs we have to provide.*

We SEE shots representing technology: a CD; a videotape cassette; a Rio distance learning web page; an audio/video conference. They move toward the center of the screen.

*Narrator: Introduce the latest in communications technology.*

Transition to an instructor.

*Instructor: Using audio cassettes, CD-ROMs, satellite conferencing and the Internet, I can teach students tens, hundreds and thousands of miles away.*

We SEE Rio Salado administrators and instructors in meetings and teaching situations, both classroom and online. These shots fill another box moving toward the center of the screen.

*Narrator: Then, find visionary educators to bring them all together.*

Transition to an administrator.

*Administrator: Uncovering business and community needs, designing educational programs to meet those needs and finding innovative ways to deliver these programs is truly exciting.*

All the boxes rush together. As they merge, we hear and see a series of sparks. The screen glows white, then reveals a fiber optic earth glowing with energy.

*Narrator: The result? Sparks of knowledge. Powering learning across Arizona and around the globe.*

The fiber optic earth becomes an “o” in the title: Rio Salado College.

*Narrator: Sparking this evolution and revolution in learning: a cutting edge college called Rio Salado.*

We transition to Dr. Linda M. Thor. She’s superimposed over a moving graphic background or various shots of Rio Salado students, instructors and technology. She speaks in short sound bites. From bite to bite her screen position and size will change.

*Dr. Thor: Rio Salado College is part of the Maricopa County Community College District...We’re fully accredited by The Higher Learning Commission of the North Central Association of Colleges and Schools...Rio partners with business and government to teach the skills and knowledge adults need to succeed in today’s workplace...We’re a college without walls, using technology to bring education to busy, working adults - at times and in places convenient to them...How do you find Rio Salado? Just pick up the phone or log on over the Internet. In a matter of seconds, you’re here.*

Transition to the Rio Salado logo. The following text builds on the screen: Rio Salado Innovation – Customized Programs & Partnerships...Distance Learning...Accelerated Formats.

*Narrator: Rio’s innovative approach to college education incorporates Customized Programs and Partnerships, Distance Learning and Accelerated Formats.*

The words “Customized Programs and Partnerships” fly to center screen. We SEE and HEAR a couple of sparks and transition to a partner spokesperson.

*Partner: Our partnership with Rio continues to be a win-win situation. The company’s pool of educated and productive workers continues to grow, which enhances our bottom line. At the same time, employees who complete the program become more valuable assets to the company. As a result, their earning power increases.*

Transition to Dr. Thor, again superimposed over a moving graphic background or various shots of Rio Salado students, instructors and technology. Or, use statements from a partner, student and instructor.

*Dr. Thor: Now more than ever, corporations, industries and government agencies need an educated and motivated workforce...Rio partners with business and government to create customized certificate and degree programs...We tailor programs to meet the needs of an industry or a specific partner...We deliver courses online or at our partners’ sites.*

Transition to army personnel. Text on screen: EarmyU. Partner - U.S. Army.

*Narrator: For instance, Rio is partnering with the U.S. Army to offer e army u, a program that (brief description of program purpose).*

Transition to nurses at work or in training. Text on screen: (Nursing? Partner - ?)

*Narrator: Rio has joined with ? to create a ? program for nursing.*

Transition to a clinical dental student in a “hands on” learning situation. Text on screen: Clinical Dental Assisting Program. Partner – Arizona Dental Association.

*Narrator: The Rio Salado Arizona Dental Association Clinical Dental Assisting Program prepares students for careers as dental assistants.*

Transition to police officers in training. Text on screen: Law Enforcement Technology. Partners - AZ Dept. of Public Safety; Maricopa County Sheriff’s Office; Mesa Police Dept.; Phoenix Police Dept.

*Narrator: Rio’s Law Enforcement Technology program offers continuing education for thousands of Arizona’s law enforcement officers.*

We SEE and HEAR one or two sparks. We transition to a text screen: Rio Salado Close Up – Customized Programs & Partnerships. The music changes as we begin the segment.

For the next forty-five to sixty seconds, we visit with one of Rio’s partners. We speak with a representative of the agency or company to learn about the course of study being offered. If possible, we concentrate on one employee enrolled in the program. We see the employee at work and in the classroom. The employee tells us about his or her aspirations and how the course will help him or her achieve these goals. Or, we could tell the story through the eyes of an instructor.

The segment ends and we transition to the text screen we saw earlier: Rio Salado Innovation – Customized Programs & Partnerships...Distance Learning...Accelerated Formats.

The words “Distance Learning” fly to center screen. We SEE and HEAR a couple of sparks and transition to a Distance Learning student.

*Student: Thanks to Rio’s online courses, continuing my education has been really convenient. Rio brings the college to me. All I have to do is log on.*

Transition to Dr. Thor, again superimposed over a moving graphic background or various shots of Rio Salado students, instructors and technology. Or, use statements from an administrator, instructor and student.

*Dr. Thor: From the day Rio opened in 1978, we've pioneered the use of technology in education... Our distance learning courses are available on videotape, audiotape and CD-ROM, as well as via conference calls and in print... But our most popular method of delivery is the Internet. Students can now access hundreds of courses over the Web.*

Transition to a Distance Learning student at his or her computer (perhaps someone in the Post Baccalaureate Teacher Preparation Program). We SEE various shots of the student and the computer. The student logs on to the Rio Salado site, registers, orders materials and takes a course. Perhaps we also see activity at the bookstore as an online order is filled (and/or see the order delivered to the student). We may also see activity at the Help Desk.

*Narrator: Rio makes innovative use of the World Wide Web. With a click of a mouse, online students register, order books and materials, take classes and submit coursework. A Help Desk, available twenty-four hours a day, seven days a week, helps with technical and Internet questions. The books in Rio's electronic virtual library are always available – and visitors to this library can make as much noise as they'd like!*

We SEE and HEAR one or two sparks. We transition to a text screen: Rio Salado Close Up – Distance Learning. The music changes as we begin the segment.

For the next forty-five to sixty seconds, we visit with an online learning student. We see the student at work, relaxing at home and studying online. The student outlines his or her goals, tells us about the courses he or she is taking and describes the ease and flexibility of the online learning experience.

The segment ends and we transition to the text screen we saw earlier: Rio Salado Innovation – Customized Programs & Partnerships...Distance Learning...Accelerated Formats.

The words “Accelerated Formats” fly to center screen. We SEE and HEAR a couple of sparks and transition to an Accelerated Format student.

*Student: I can't afford to spend years taking classes, so I enrolled in an accelerated course at Rio. Six months from now I'll have my certificate in \_\_\_\_\_. It'll be my ticket to a better job and higher pay.*

Transition to Dr. Thor, again superimposed over a moving graphic background or various shots of Rio Salado students, instructors and technology. Or, use statements from an administrator, partner and student.

*Dr. Thor: Rio's Accelerated Courses provide students with practical job skills... Certificates of completion are available in a variety of computer, health and environmental fields... Students can earn certificates in only six months.*



Transition to a variety of shots depicting the career fields for which accelerated format courses are available. Perhaps we add text on screen to name the industry pictured as well as the name of the related certificate.

*Narrator: Rio Salado's Accelerated Courses help students meet their educational needs, and the needs of the workplace, as quickly as possible. It can take as few as six months for students to gain the skills and knowledge they need to enhance their job prospects and boost their earning power.*

We SEE and HEAR one or two sparks. We transition to a text screen: Rio Salado Close Up – Accelerated Courses. The music changes as we begin the segment.

For the next forty-five to sixty seconds, we visit with a student in one of Rio's accelerated courses. The student tells us about his or her goals and how the accelerated course will help him or her achieve them. We learn how the accelerated format fits in with the student's lifestyle. Perhaps we also speak with a partner who worked with Rio to create the course the student is taking. We'll learn how the accelerated format benefits both the partner and the student.

The segment ends. We transition to seniors in the Sun Cities Learning Center.

*Narrator: Rio certainly has its finger on the pulse of the workplace. But the college also serves as the intellectual and cultural heart of the community. And it beats strongly at the Rio Sun Cities Lifelong Learning Center. Here, the Rio Institute for Senior Education offers stimulating, non-credit courses for local residents and winter visitors.*

Transition to KJZZ and KBAQ. We SEE the stations in operation.

*Narrator: Rio Salado College operates radio station KJZZ. KJAZZ features news and jazz and is a National Public Radio Affiliate. Along with Arizona State University, Rio also operates KBAQ, the Valley's only classical music station.*

Transition to Sun Sound volunteers/employees reading to listeners.

*Narrator: Sun Sounds is Rio Salado's twenty-four hour reading service for the blind and print-disabled. Listeners throughout Arizona tune in daily to hear stories read from their favorite newspapers and magazines. Sun Sounds also provides large print and conversion programs.*

Transition to an Adult Basic Education class.

*Narrator: Rio also helps adults who need basic education. Nearly twenty-five thousand students come to Rio each year to prepare for high school equivalency diplomas, to learn basic reading, writing and math, or to develop their spoken and written English skills.*

The music changes as we begin our closing segment.

Transition to a montage composed of scenes from throughout the program.

*Narrator: Rio Salado College is an exciting blend of people, programs and ideas. Using innovative technology and creative partnerships. Helping busy adults develop skills valued by industry and government. Sparking learning and spreading culture throughout the Valley and around the world.*

We transition to the fiber optic earth from the beginning of the program. The earth becomes an “o” in the title: Rio Salado College. The music ends with a flourish. The title fades to black. Just as the title disappears, we HEAR and SEE two sparks.

End of program.