
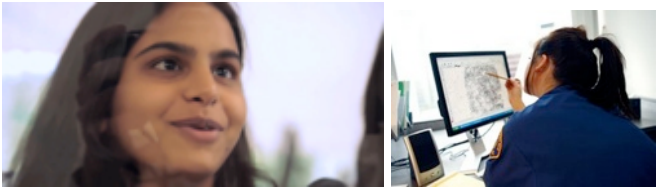






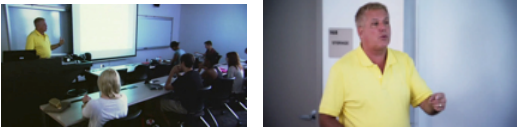


Client Deltak:
 :60 "CSI Masters Promo :60"
 Draft Script & Storyboard
 10/17/14
 Writer: Robin Bond
 TONE: Inspiring, empowering and confident
 PACE: energetic but not typical guns & crime tape stuff

	VIDEO	AUDIO
	October 18 Regis University Denver, CO	Hear audio from exterior demo/career fair environment
		VO: My name is X and I'm a Masters Candidate in
	8th Annual CSI Program	I get excited about the field of Criminology..
		Criminology more about the cause of criminal behavior rather than just the effect. What makes kids commit school shootings? What's going on there? Understanding that is key to making our world safer for the future.. for our kids, etc
		I chose Regis because it has such a range of career paths that I can choose from...and I can tailor my programs. My dream/goal is to be XXX. (cyber crime, social work, etc.)
	Text: Leadership. Human Behavior . Cyber Crime	


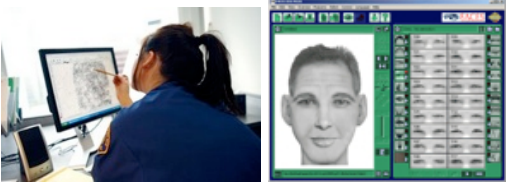
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		<p>this is much broader than a typical Criminal Justice program. although they're all connected.</p>
		<p>At Regis I can tailor the way I understand, prevent and anticipate criminal behavior</p>
		<p>.. in a comfortable environment where I can network and get support..</p>

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	VIDEO	AUDIO
		<p>We hear from our professor: what's different about Regis CSI. What students get that is unique, etc.</p>
		
	<p>Text over video of students, etc.</p> 	<p>STUDENT VO: Where else can you attend CSI Event, Symposium for Prevention of School Violence, Annual Speaker Series</p>

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	VIDEO	AUDIO
		
	<p>Student #2</p> 	<p>Student VO: I get to connect dots. (talk about terrorism, white collar crime, cybertheft, etc...preventing the next school shooting. Emphasis on social justice and concern for human rights.)</p>
	<p>Text Treatment Understand, Prevent and Anticipate Criminal Behavior.</p>	

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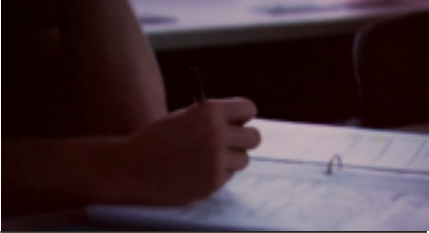
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	VIDEO	AUDIO
		<p>I like the fact that the program is offered online and on-campus</p>
		<p>Student VO: It's not just whats in front of you. It's the threat to our economy to society.. understanding the causes of crime is the best way to prevent it.</p> <p>We look at the whole picture.</p>
		<p>Student VO: It lets science and psychology tell me a story.</p>

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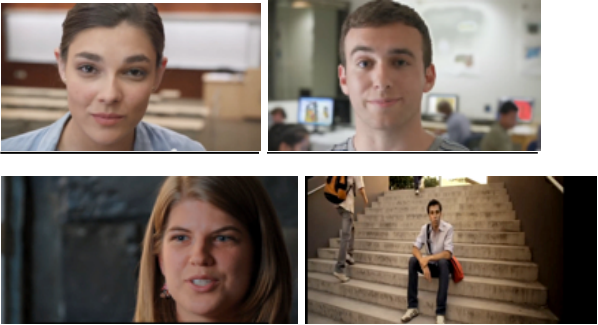
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	VIDEO	AUDIO
	 <p>The video column contains three vertically stacked still images. The top image shows a man with short dark hair looking intently at a computer monitor in a control room or office setting. The middle image is a close-up of a woman with long brown hair, smiling broadly. The bottom image is a close-up of a hand holding a small, round object, possibly a piece of evidence, over a dark surface.</p>	

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	VIDEO	AUDIO
	<p>See the bigger picture</p> 	
	<p>Look outward. Inquire within.</p> <p>REGIS LOGO.</p>	<p>[End.]</p>