

Think Rochester First!

(30 seconds)

Time	Video	Audio
:05	Animated opening (WROC may use a canned opening for this campaign).	<u>Announcer:</u> To keep our community vibrant, we need to Think Rochester First!
:09	Dissolve to Steven Sauer on camera. Use Rochester skyline or Business Methods demo room as backdrop. Business Methods logo appears in the upper right corner. "Steven Sauer, CEO, 2002 Small Business Person of the Year" appears across the bottom of the screen.	<u>Steven Sauer:</u> It's up to small businesses to shape Rochester's future. But we can't do it alone. I invite you to get involved in the community and do business locally. Together, we can make a difference.
:02	Business Methods logo zooms full screen, dissolves to AV Solutions logo, and then zooms to bottom right corner of screen.	
:12	Still shot of simple classroom installation; location appears across the bottom of the screen. Dissolve to still shot of religious application; location appears across the bottom of the screen. Dissolve to still shot of fully-integrated boardroom; location appears across the bottom of the screen.	<u>Announcer or Steven Sauer:</u> A-V Solutions is upstate New York's leader in custom audio-visual systems. Whether you need a single LCD projector or an integrated, audio-visual control room, A-V Solutions can get your message across.
:03	Dissolve to AV Solutions logo.	<u>Announcer:</u> A-V Solutions... your source for presentation technology. Remember, Think Rochester First!

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