**WISTAR IS**

Script

For the

Wistar Institute

Image Film

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FIRST DRAFT: 25 April 2011

Revised: 4.28

**WISTAR IS**

Fade in:

MUSIC, a quiet hopeful chord…

Simple words appear over black one line at a time.

GRAPHIC:

“What you don’t do

ADD:

can be a destructive force.”

- Eleanor Roosevelt

MUSIC BLOSSOMS into a brilliant underscore.

A moving, compelling MONTAGE: striking details of scientific research coupled with poignant faces. Men, women and children from all walks of life, far and wide; lives touched by science.

SAM DONALDSON

Life: a wondrous diversity of hopes and dreams full of infinite promise.

The NARRATOR: the quiet, inspiring voice of SAM DONALDSON. The MONTAGE of faces and science continues.

SAM DONALDSON

But sometimes: protecting the promise…

SUBTLE GRAPHIC ELEMENT:

protecting the promise

SAM DONALDSON

Takes serious science.

SUBTLE GRAPHIC ELEMENT:

That’s why The Wistar Institute is here

SAM DONALDSON

That’s why The Wistar Institute is here.

Most of the GRAPHIC ELEMENT fades away leaving:

Wistar is

DR. KAUFMAN

Wistar is dedicated to using knowledge to save lives…

DR. KAUFMAN speaks on camera INTER-CUT with stirring visuals of Wistar scientists working together.

DR. KAUFMAN

At the Wistar Institute we focus on biomedical research to…

GRAPHIC ELEMENT:

Russel E. Kaufman, M.D.

President & CEO - Wistar Institute

We’re constantly pushing the limits of knowledge every day so that…

We strive to find the next big breakthrough because…

MONTAGE: real people, research images and Wistar scientists hard at work.

SAM DONALDSON

The Institute makes a difference because it is a unique and special place. Wistar is nonprofit and totally independent: committed to scientific discovery -- wherever that may lead

SUBTLE GRAPHIC ELEMENT:

Wistar does a wide range of cancer research

EMMANUEL SKORDALAKES

Today, Wistar does a wide range of cancer research…

Most of the GRAPHIC ELEMENT fades away leaving:

Wistar does

EMMANUEL SKORDALAKES speaks on camera INTER-CUT with visuals of cancer research and the scientists who do it.

EMMANUEL SKORDALAKES

My expertise is in telomerase which is…

GRAPHIC ELEMENT:

Emmanuel Skordalakes, Ph.D.

Asst Prof - Gene Expression and Regulation Program

Basically, telomerase is important to cancer research because…

So if we can better understand telomerase, we’ll be able to…

This is exciting research because…

And Wistar makes it possible by…

MONTAGE of REAL PEOPLE touched by science, plus cancer research and Wistar people performing it.

SAM DONALDSON

Fundamental research is the crucial first step toward new and better treatments for cancer –- and all diseases…

GUNDI ERTL talks on camera (GRAPHIC ID) INTER-CUT with images of research scientists and affective vaccination imagery (i.e. men, women and little children around the world helped by vaccines).

GUNDI ERTL

My specialty is vaccine development…

GRAPHIC ELEMENT:

Hildegund Ertl, M.D.

Director - Wistar Vaccine Center

Here at the Institute, we do vaccine research for HIV, HPV, influenza, rabies and malaria…

GRAPHIC ELEMENT:

[number of people vaccinated annually]

[estimated number of lives saved annually]

The potential global impact of this research is enormous…

Simply put: without Wistar, we couldn’t…

MONTAGE: people perhaps helped by science and Wistar scientists.

SAM DONALDSON

The trailblazing work of the Institute touches people the world over: because discoveries here lead to practical innovations in medical care. In this way, Wistar changes lives -- everywhere, every day.

SUBTLE GRAPHIC ELEMENT:

Wistar changes lives

RICH BESTON

Research likes theirs made a difference in my life all right…

RICH BESTON on camera INTER-CUT with the things of life, large and small: photos of children and pets, weddings and birthdays.

RICH BESTON

When I was told I had cancer I thought…

GRAPHIC ELEMENT:

Rich Beston - [OPT: Cancer Survivor]

RICH BESTON

My family was devastated and…

RICH BESTON

All of our plans and dreams were…

RICH BESTON

Since the treatment I feel…

RICH BESTON

How do you thank people for giving you your life back…?

MEENHARD HERLYN

And that’s why we do what we do…

GRAPHIC ELEMENT:

Meenhard Herlyn, D.V.M, D.Sc.

[Title] - Wistar Melanoma Research Center

MONTAGE: people like Rich Beston; their friends and families.

MEENHARD HERLYN

We do the science and the medical community puts it into practice and…

MEENHARD HERLYN on camera INTER-CUT with real people images.

MEENHARD HERLYN

Melanoma is a good example of translational work that…

Pushing discoveries from the laboratory to the bedside is…

It takes hard work and expertise but…

Image of Rich Beston and his family.

MEENHARD HERLYN (VO)

And every minute of it is worth it.

The image of the Beston family turns into a similar image from the late 19th century.

SAM DONALDSON

The Institute’s mission has made a lasting impact on the quality of life for millions. And Wistar has been doing this for more than a century.

SUBTLE GRAPHIC ELEMENT:

Wistar has been doing this

for more than a century

Most of the GRAPHIC ELEMENT fades away leaving:

Wistar has

DR. KAUFMAN

It’s hard to quantify the impact of the Institute…

Dr. Kaufman on camera, combined with a concise visual history of Wistar: General Issac Wistar, early labs, uniformed nurses and doctors, WWII era medicine, vaccination of children, ’70s cancer research, et al.

The story of Wistar is innovation…

Rabies, rubella and rotavirus vaccines all started here…

In 1972 Wistar became one of a handful of National cancer centers that…

Imagine not having the innovations we take for granted…

That’s the difference this institute has made in the world.

The MONTAGE turns modern, fast-paced, current.

SAM DONALDSON

This long heritage of creating hope is impressive. But for it to continue, the Institute will need help.

BOB FOX appears, INTER-CUT with images and details of the new research tower.

BOB FOX

Wistar has another long tradition: the Institute has been in the same buildings since…

GRAPHIC ELEMENT:

Bob Fox - Capital Campaign Chair

Wistar needs a new space so that…

It needs to be every bit as innovative as the Institute itself because…

This will give its scientists the tools they need to…

It’s an exciting time: and I’m proud to be a part of it.

HELEN PUDLIN on camera, INTER-CUT with Wistar people hard at work.

HELEN PUDLIN

It’s a fantastic time here: and a crucial time because…

GRAPHIC ELEMENT:

Helen Pudlin - Board Member & Volunteer

We want this Institute to thrive because…

That’s why so many of us volunteer…

It feels great to make a difference.

The MONTAGE builds, its intensity sharpens.

SAM DONALDSON

Today, the Institute is poised: to continue its mission of hope into the 21st century. Equipped with the latest tools, the most efficient space, and the most dedicated people, Wistar will do what it’s always done: change the world.

SUBTLE GRAPHIC ELEMENT:

Wistar will change the world

Most of the GRAPHIC ELEMENT fades away leaving:

Wistar will

MONTAGE (CONT): Compelling, cutting-edge science imagery INTER-CUT with DARIO ALTIERI.

DARIO ALTIERI

We’re moving ahead with innovative Cancer research…

GRAPHIC ELEMENT:

Dario Altieri

Chief Scientific Officer - Wistar Institute

The future of our research looks…

We see real promise in…

The values of Team Science are crucial…

The success of this work will mean…

MONTAGE (CONT): INTER-CUT with Dr. Kaufman.

DR. KAUFMAN

The future of scientific research looks…

My vision for Wistar is simple…

Our mission remains the same…

And we want the help of everyone who feels as we do…

The MONTAGE broadens its scope with images of life around the world: the human fabric that Wistar helps mend and keep whole.

SAM DONALDSON

In search of discoveries right around the corner that will improve life all around the world: protecting the hopes and dreams and infinite promise of millions. That is our mission: and we will succeed -- together…

The final compelling images build –- father and son, mother and baby -– as the MUSIC SWELLS.

GRAPHIC ELEMENT:

Together

ADD GRAPHIC ELEMENTS:

We can change the world.

A final touching image: perhaps a baby’s tiny hand grips a parent’s fingers.

NEW GRAPHIC ELEMENTS:

Help Wistar Science

ADD GRAPHIC ELEMENTS:

Save lives

Fade out.