

CLIENT: Habitat for Humanity
TITLE: I'm a Tool video
DATE: 07.30.21
JOB NUMBER: 16880
REVISION: 2.3
LENGTH:

<u>SCENE</u>	<u>AUDIO</u>	<u>ONSCREEN TEXT</u>	<u>NOTES AND ASSETS</u>
1	<i>Music begins</i> "I'm a tool."		<p>Scene opens in a bustling coffee shop. A guy checks the to-go cup at the end of the counter and picks it up. He looks into the camera. We see that "Tool" is written on his cup.</p> <p>Possible locations:</p> <ol style="list-style-type: none">1. Deadstock Coffee: 408 NW Couch Street, Portland2. Stumptown: 128 SW 3rd Avenue3. Case Study: 802 SW 10th Ave

<u>SCENE</u>	<u>LINES</u>	<u>ONSCREEN TEXT</u>	<u>NOTES AND ASSETS</u>
2	<p>“I’m a tool. And so is Gregory.”</p> <p>“I am. A 100 percent, grade-A tool.”</p>		<p>Cut to a food-cart pod and then focus on one specific cart. The woman inside the cart hands out the meal and looks at the camera. The customer is chef. He receives the box and then turns to the camera.</p> <p>Possible locations:</p> <ol style="list-style-type: none"> 1. Cartopia: 12th and Hawthorne 2. Hawthorne Asylum: 10th and Madison 3. 5th Ave. Food Cart Pod: 324 SW 5th Ave
3	<p>“Guess what I am!”</p>		<p>Cut to a dragon boat on the Willamette. The coxswain looks at the camera and then lifts her megaphone.</p> <p>Possible locations:</p> <ol style="list-style-type: none"> 1. On the water in front of the famous Portland sign 2. On the water with bridges and the city in the background
4	<p>“You’re a tool. And so are we!”</p>		<p>Cut to a winery in Hillsboro A small group of friends are sitting outside. A woman turns to camera and all raise their glasses.</p> <p>Possible Hillsboro locations:</p> <ol style="list-style-type: none"> 1. Helvetia Vineyard and Winery: 23269 NW Yungen Rd. 2. Oak Knoll Winery: 29700 SW Burkhalter Rd., 3. Ruby Vineyard and Winery: 30088 SW Egger Rd.
5	<p>“I’m a tool!”</p>		<p>Cut to a music venue. A performer is on stage. She/He looks at the camera.</p> <p>Possible locations:</p> <ol style="list-style-type: none"> 1. Revolution Hall 2. Pendarvis Farm (site of Pickathon) 3. Mississippi Studios

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6	"I'm a tool!"		Cut to a family in Hillsboro from They turn to camera.
7	("I'm a tool." in Chinese or Vietnamese)	I'm a tool!	Cut to the Jade District. A mailman is visiting one of the businesses below and looks to the camera and speaks in Chinese or Vietnamese. <ol style="list-style-type: none"> 1. Fubonn Shopping Center: 2850 SE 82nd Ave 2. Portland Nursery: 9000 SE Division 3. Biciclista showroom: 2828 SE 70th Ave.
8	"We're all tools!"		Cut to a field with a soccer team. The team yells out.
9	VO: Oregon is full of tools. Tools for strength, for progress—for change.		The camera pulls back from the scene and slowly continues until we are looking at a beautiful panorama of Portland and then the greater Metro area.
10	VO: Habitat for Humanity invites you to be a tool too.		The camera begins to move over the region.
11	VO: Habitat needs your help to bring affordable homeownership to more people across the Portland region.		From above, location arrows pop up identifying different Habitat build sites in the area.

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12			The camera then dives down toward one of the location arrows.
13	VO: Because we believe that everyone deserves a stable and healthy place to call home.		Cut to a build site. We see people working on a nearly completed house. Two small children run up and hug one of the female volunteers. They enter the house, smiling, the children wide-eyed. One runs to a bedroom door. She retrieves a piece of paper from her backpack and tapes it to the door. We see a crayon drawing and the headline: “Adriana’s Room.”
14	Be a tool for change! Donate today at habitatportlandregion dot org forward slash tool	Donate today at habitatportlandregion.org/tool	Cut to all of the people from the previous scenes together in the front yard, the young family in the front/middle. They’re all wearing “I’m a tool.” t-shirts. In unison, they say “Be a tool for change!”
15		Donate today at habitatportlandregion.org/tool [Habitat for Humanity Portland Region logo]	
16		[Habitat for Humanity legal]	