

VIDEO

1) Fade up from black as ETOP logo animation reveals to center screen.

Dip to black.

2) Fade up from black as montage unfolds with quick cuts sequence of scenes representing lifestyle and workplace scenes of diverse American workers and their families. Sequence transitions to global business and industry-related scenes, composite whip pans, snap zooms, world breaking news headlines and graphics in a layered manner that allows two to three images to overlap and interchange on screen at one time. As background element, bring in spinning globe, and key traveling SUPERS in a variety of fonts over background composite imagery:

Emerging Technologies

Global Competition

Trade Liberalization

Deregulation

In the foreground, maintain imagery depicting American business and the evolution of technologies that are changing the way business is conducted (i.e. robotics, digital data, computers, internet, etc.)

Continue with traveling

SUPERS:

Mergers

Acquisitions

**ETOP Promotional Video
Long Version, 4/9/16**

AUDIO

LOGO TAG MUSIC UP FULL.

TAG MUSIC DOWN AND OUT WITH DIP TO BLACK.

FAST-PACED, RHYTHMIC TRACK WITH DRAMATIC PERCUSSIVE BUILD BEGINS. MIX IN SFX FROM RUSH HOUR TRAFFIC, ACTIVE CITY STREETS, MANUFACTURING LINES IN FULL SWING, STOCK EXCHANGE TRADE FLOOR, etc. TO SUPPORT COMPOSITE IMAGERY.

OVERLAPPING, MODULATED VOICES SET STAGE AS MONTAGE UNFOLDS.

VOICE #1: Emerging technologies...

VOICE #2: Global competition...

VOICE #1: Trade liberalization...

VOICE #2: Deregulation...

THE MOMENTUM OF THE MUSIC TRACK BUILDS AS VOICES FADE DOWN UNDER ANNOUNCER.

ANNOUNCER (VO): The face of American business is rapidly changing.

OVERLAPPING VOICES FADE BACK UP FULL.

VOICE #2: Corporate mergers...

VOICE #1: Acquisitions...

VOICE #2: Divestments...

VOICE #1: Spin-offs...

VIDEO

Divestments

Spin-Offs

3) Composite montage continues with scenes depicting diverse range of workers performing a variety of skilled labor jobs as well as using the computer on the job and to communicate to others via e-mail, etc.

4) Time-lapse sequence of manufacturing process showing workers in frame, then as time passes showing automated process requiring little human interaction.

5) Graphic depicting peaks and valleys in market trends.

6) Scene showing manager reviewing reports while observing plant floor activity.

7) Scene showing employee looking confused while trying to work at a computer on the job.

8) Scene showing silhouette of group of individuals walking away from a deserted plant at dusk.

9) Composite montage showing workers in classrooms, independent study scenes and on the job using current technologies with ease.

10) Segue to opening title screen build against stylized graphic background. SUPER: *Introducing the Enhanced*

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VOICES FADE DOWN UNDER ANNOUNCER.

ANNOUNCER (VO): And, for working Americans and their employers...the challenge of competing on the world stage, combined with the acceleration of electronic business practices...brings to bear an enormous impact.

OVERLAPPING VOICES FADE UP.

VOICE #2: A shrinking labor pool...

VOICE #1: Volatile market demands...

VOICE #2: New performance standards...

VOICE #1: Skill deficiencies...

VOICE #2: Job insecurities...

VOICES FADE DOWN AND UNDER ANNOUNCER.

ANNOUNCER (VO): For those who find themselves lacking the knowledge they need to advance with the times, there are no guarantees.

But, for those who have strengthened their potential by renewing their skills, new opportunities and rewards abound.

In this information age...now, more than ever before...those who seek to achieve a competitive advantage must stretch beyond the boundaries of limitation and embrace the power of continuing education.

VIDEO

Training Opportunities Program

DISSOLVE OUT the word
Introducing. ETOP logo and
title pull back into lower third
graphic panel. DISSOLVE IN
show theme title:
The Power of Education

Dip to black.

11) Fade up from black into
sequence of scenes showing
ETOP participants in various
class and independent study
situations, i.e. using library, at
computer, instructor-lead
classroom activities, etc.

12) Stock footage showing
employees on the job.

13) TILT down list of names
of top market producers...
AT&T, Avaya Communica-
tions, Lucent Technologies,
etc.

14) GRAPHIC BUILD.

HEADLINE:

*The Conference Board - 1999
Research Report*

SUPER:

Inadequate basic skills

> 40% of workforce

*> 50% of high school
graduates*

16% of college graduates

15) GRAPHIC transition
element wipes across screen
to reveal ETOP logo build full
screen against moving
graphic background.

16) Series of scenes showing
technical skills class,
computer training class and
one-on-one consultation

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MUSIC UP THROUGH TITLE SCREEN BUILD.

MUSIC TRANSITIONS TO CONTEMPORARY BED
TRACK THAT CARRIES DOWN AND UNDER THE
ANNOUNCER.

ANNOUNCER (VO): Continued learning fortifies
the mind and enriches the soul. It inspires
imagination, encourages growth and invigorates
performance.

It's no secret that better trained employees are
more productive and efficient workers on the job.

It's also no surprise that employers who invest in
workplace education programs are more successful
and profitable in the marketplace.

As emerging technologies evolve, the need for
perpetual learning is on the rise. Recent research
data indicates that "more than 40 percent of the US
workforce and more than 50 percent of high school
graduates do not have the basic skills they need to
perform their jobs" effectively. And, even 16
percent of college graduates possess "inadequate
basic skills."

SFX TO MATCH GRAPHIC WIPE TRANSITION.
NEW, UPBEAT MUSIC BED BEGINS UNDER
ANNOUNCER.

ANNOUNCER: The Enhanced Training
Opportunities Program, better known as ETOP, is
an occupational education program that specializes
in building employees' skills and competencies
through workplace skills instruction, computer skills

VIDEO

between ETOP counselor and an employee.

17) Clips showing CUs of a variety of employee participants in learning settings.

18) MS Dutch angle interview scene, dramatically lit at ETOP headquarters.

SUPER ID:

William J. Dussling

ETOP Co-Executive Director

50)MS, interview-style, at ETOP headquarters.

SUPER ID:

Nicholas M. Falcone

ETOP Co-Executive Director

20) GRAPHIC transition element wipes across screen.

21) Historical montage begins showing photos from early days of ETOP. Merge logos of IBEW and AT&T to center screen over copy of original agreement document.

22) Background imagery continues to change showing progression of photos and video footage moving forward to today. EFFECT out AT&T logo, and bring in Lucent logo, followed by Avaya logo.

23) CUs of represented employees at work.

24)MS of Glenn Reeder.

SUPER ID:

Glenn Reeder

ETOP Participant

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development, and career counseling.

ETOP focuses on enhancing an organization's future through the development of its people.

BILL DUSSLING (1:21:53): "ETOP is unique because it's a trusted organization by both management and labor and has a history of being a trusted organization that can provide high, high quality programs at convenient times that certainly elevates the work force's skills and abilities, and is a value to the company."

NICK FALCONE (3:27:19): ETOP affects the work force, the employer, the union in some surprising ways. In fact, in many instances, labor relations has been better between labor and management because of the cooperative efforts in ETOP."

SFX TO MATCH GRAPHIC WIPE TRANSITION.
MUSIC FADES UP UNDER ANNOUNCER.

ANNOUNCER (VO): ETOP was created in 1986 as part of an Employment Security Package agreement between the IBEW and AT&T.

Since its inception, ETOP has served multiple employer organizations throughout the country, including AT&T, Lucent Technologies, Avaya and Agere.

ETOP's mission is to provide IBEW represented employees with training and educational opportunities that are not covered by their employers' tuition assistance plans.

GLENN REEDER (7:27:52): "I really like the concept of the company and the union working together. They're trying to accomplish a common goal that will benefit both the company, and therefore, the union members...to do this."

VIDEO

25) GRAPHIC transition
element reverse wipes across
screen.

26) WS of classroom setting
with instructor leading the
class. FREEZE and DIM
image. BUILD SUPER:
ETOP Courses

- *expand occupational & communication skills*
- *increase knowledge of emerging technologies*
- *create new opportunities for growth*

27) MS of Tom Bambrick.
SUPER ID:
Thomas Bambrick
ETOP Participant

28) MS of Nathan Rojas.
SUPER ID:
Nathan Rojas
ETOP Participant

29) GRAPHIC transition
element wipes across screen
revealing MWS Dutch angle
interview scene, dramatically
lit at IBEW headquarters.
SUPER ID:
Jack Barry
IBEW International President

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SFX TO MATCH GRAPHIC WIPE TRANSITION.
MUSIC FADES BACK UP UNDER ANNOUNCER.

ANNOUNCER (VO): All ETOP courses are
designed to provide IBEW represented employees
with learning experiences that:

- expand their occupational and communication skills,
 - increase their knowledge of relevant and emerging technologies,
- and
- create new opportunities for personal and professional growth.

THOMAS BAMBRICK (8:13:27): “The advantage of
learning at ETOP is it just continually adds to my
job skills.”

NATHAN ROJAS (13:18:14): “I think it’s a great
benefit because, you know, the sky’s the limit as far
as learning.”

SFX TO MATCH GRAPHIC WIPE TRANSITION.
PERCUSSIVE TRACK ONLY CARRIES UNDER
INTERVIEW.

JACK BARRY (OC): Providing training and up-to-
date occupational skills for manufacturing workers
is not an option, it’s a necessity.

Since our founding in 1891, the IBEW has
dedicated itself to develop and provide training and
education for our members. Well-trained
employees are essential to successful employment,

VIDEO

30) FLASH to MCU of Jack.

31) Cut to MS of John Dickson. MS, interview-style, at Agere Systems headquarters.

SUPER ID:

John Dickson

Agere President & CEO

32) Graphic transition element reverse wipes across the screen revealing WS exterior of ETOP Enhanced Learning Center. FREEZE and DIM scene. ETOP logo and HEADLINE BUILD:

150,000+ Courses

MANIPULATE fields of study

SUPERS:

Electronics

Clerical

Technical

Computer Training

Health Care

Management

Accounting

APICS

Personal Development

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particularly in today's global markets.

The Enhanced Training Opportunities Program, ETOP, was established to accomplish this very purpose. Since 1986, ETOP has helped thousands of manufacturing employees increase their employment skills and to obtain greater job security.

ETOP has developed into a world-class training organization...and, I'm proud of its efforts on behalf of our manufacturing members.

SFX TO MATCH GRAPHIC WIPE TRANSITION.

JOHN DICKSON (7:01:30): "We look to our employees to continuously educate themselves, to upgrade their capabilities, and the availability of the ETOP system and ETOP capability is very, very powerful in providing that facility for people to continuously upgrade their knowledge, their understanding." (MAY EDIT OUT)

SFX TO MATCH GRAPHIC WIPE TRANSITION.
SEGUE INTO NEW MUSIC BED DOWN AND
UNDER ANNOUNCER.

ANNOUNCER (VO): To date, ETOP has funded more than 150,000 career development courses in a diverse spectrum of fields, ranging from Electronics, Clerical, Technical, Computer Training and Health Care...to Management, Accounting, APICS, Personal Development and Basic Refresher Courses.

VIDEO

Basic Skills

- 33) MS of Nick Falcone.
- 34) CUT to stock scene of GED graduation ceremony.
- 35) CUT to CU of scene showing technical knowledge.
- 36) MWS of group of employees in class setting.

37) GRAPHIC transition reverse wipes across screen to reveal MWS of group of participants entering ETOP Enhanced Learning Center.

38) MS of Bill Dussling.

- 39) MWS pan of Enhanced Learning Center entrance.
- 40) WS exterior of manufacturing facility as employee enters building.
- 41) MWS interior pan as same employee walks from plant floor to Enhanced Learning Center and enters.
- 42) REVEAL U.S. MAP. HIGHLIGHT locations: *Allentown, PA*

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NICK FALCONE (2:22:47): “We cover everything from basic skills to GED to computer skills, electronics, associate degrees...anything that might be of value in an employment situation, we do it!”

ANNOUNCER (VO): For employees who have never had an opportunity or the resources to pursue their educational dreams...ETOP represents the threshold to an enhanced career and future.

SFX TO MATCH GRAPHIC WIPE TRANSITION.
MUSIC FADES BACK UP UNDER ANNOUNCER.

ANNOUNCER (VO): One of ETOP’s top priorities is to make education an enjoyable and valuable experience for everyone who participates.

BILL DUSSLING (1:10:53): “It’s important for ETOP to make learning easily accessible because we are dealing with adult learners. They have their own lifestyles, they have their own commitments and they are taking training on their own time, so it has to be convenient and it has to be reliable for them to fit it into their lives.”

ANNOUNCER (VO): ETOP’s Enhanced Learning Center concept is a unique training and delivery system that centralizes a variety of learning capabilities and media resources within steps of the manufacturing plant floor.

ETOP has established Enhanced Learning Centers at manufacturing locations across the country.

VIDEO

Breinigsville, PA

Reading, PA

Clark, NJ

Columbus, OH

Little Rock, AK

Montgomery, IL

Omaha, NE

Orlando, FL

Shreveport, LA

Oklahoma City, OK

Denver, CO

43) WS interior pan of Enhanced Learning Center.

44) CUT to MS of staff member assisting participant.

45) CUT to MWS pan of computer training center.

46) CUT to employee on the job using a computer.

47) CUT to WS of computer class in session.

48) MS of Victoria Klein.

SUPER ID:

Victoria Klein

ETOP Participant

49) MS of Jim Brice.

SUPER ID:

Jim Brice

ETOP Participant

50) MS of Rose Bachik.

SUPER ID;

Rose Bachik

ETOP Participant

51) GRAPHIC transition element wipes across screen to reveal scene showing participant using audio headsets in media room.

52) CUT to MS of computer instructor interacting with participants in classroom.

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Enhanced Learning Centers serve as one-stop career centers that are staffed with qualified training personnel...and, are fully equipped with the latest technologies and software platforms for computer training.

VICTORIA KLEIN (11:11:17): "Without ETOP funding, I would have never gone back to school because I could not afford to, definitely not."

JIM BRICE (11:17:48): "I didn't have to choose between furthering my education or spending time with the kids."

ROSE BACHIK (10:17:28): "Having ETOP Center on site afforded me the manageability to get my Associates Degree while working a full time position."

SFX TO MATCH GRAPHIC WIPE TRANSITION.
MUSIC FADES UP UNDER ANNOUNCER.

ANNOUNCER (VO): Keeping in step with industry trends, ETOP proactively engages the highest caliber people and programs to provide participants with the most up-to-date educational opportunities.

VIDEO

53) MS of Tom Bambrick.

54) CUT to MS Dutch angle of interview scene with Loretta Harris, dramatically lit at ETOP headquarters.

SUPER ID:

Loretta Harris

ETOP A+ Certified Instructor

55) CUT to silhouette shot of computers and participants.

SCROLL through list of ACE recommended courses.

ACE Recommended Classes

Introduction to DOS

Introduction to Computers

Introduction to Microsoft Word

Intermediate Microsoft Word

Advanced Microsoft Word

. (see list for all classes)

.

PC Maintenance & Repair

56) MS of Jim Brice.

57) CUT to computer class scenes.

58) GRAPHIC transition into scene showing participant using library.

59) CUT to scene showing counseling session between ETOP advisor and participant.

60) Series of shots showing different types of classes in session.

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MUSIC FADES OUT AND PERCUSSIVE BEAT CARRIES UNDER INTERVIEW SEGMENTS.

THOMAS BAMBRICK (8:14:46): “I use computers constantly at work, and the skills that I’ve learned at ETOP have really made things quite easy for me. Instead of struggling along, they’ve given me the skills that I need.”

LORETTA HARRIS (4:26:00): Two dozen of ETOP’s on-site computer courses are recommended by the American Council on Education...and, to receive this recommendation from ACE...you must have high standards and deliver high quality instruction. So, with so many of the ACE recommended courses being offered by ETOP, it says a lot about our commitment to career development through computer training.”

JIM BRICE (11:23:36): “We have great computer instructors. They know what they’re doing, they’re enthusiastic, they’re helpful.”

SFX TO MATCH GRAPHIC WIPE TRANSITION.
BED MUSIC FADES UP UNDER ANNOUNCER.

ANNOUNCER (VO): Each Enhanced Learning Center also provides comprehensive, multi-faceted learning resources including extensive libraries...self-paced learning stations...and, individualized career and academic counseling for represented employees.

VIDEO

61) Scene showing employee leaving the center and going to work on floor.

62) GRAPHIC transition element wipes across screen to reveal MS of Loretta Harris at ETOP headquarters.

63) MS of Jim Held.
SUPER ID:
Jim Held
ETOP Participant

64) MS of Elizabeth Smurda.
SUPER ID:
Elizabeth Smurda
ETOP Participant

65) ETOP Center scenes.

66) GRAPHIC BUILD against moving background.
HEADLINE:

ETOP Academic Partners
SUPER:
Bellevue University
Columbus State Community College
Community College of Denver
Front Range Community College
Lehigh Carbon Community College
Louisiana State University in Shreveport
Oklahoma State University
Penn State
Reading Area Community College
Valencia Community College

67) MS of Eric Towles.

SUPER ID:
Eric Towles
ETOP Participant

68) MS of Michel Ramsey.
SUPER ID:
Michel Ramsey
ETOP Participant

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The Enhanced Learning Centers are ideally suited environments to accommodate basic skills and occupational training sessions, secondary school skills classes and undergraduate college courses.

And, because ETOP makes every effort to schedule courses at convenient times, either before or after shift changes, employees can go to class and then on to work, or vice versa...without leaving the building.

SFX TO MATCH GRAPHIC TRANSITION.
MUSIC FADES OUT. PERCUSSIVE BEAT
CARRIES UNDER INTERVIEW SEGMENT

JIM HELD (10:24:39): “You don’t have to drive to the college, you don’t have to go to the library, you have everything right here that you need, and it saves you time.”

ELIZABETH SMURDA (8:07:30): “You can also come here to study, to get additional information if you need that.”

ANNOUNCER (VO): To ensure that each participating employee receives the highest quality education possible, ETOP has established academic partnerships with leading local colleges, vocational institutes and major universities across the country. Through these alliances, ETOP has assembled professional, full-time faculty to staff each Enhanced Learning Center.

ERIC TOWLES (15:07:27): “They coach you

VIDEO

AUDIO

through everything step by step. They make sure you understand what you're getting into. They answer your questions!"

MICHEL RAMSEY (13:29:30): "I have the drive now... know I can do it. I wouldn't have had it if it wasn't for the ETOP counselors and instructors."

69) GRAPHIC transition element reverse wipes across screen.

SFX TO MATCH GRAPHIC WIPE TRANSITION.

70) MS of Bill Dussling.

BILL DUSSLING (2:15:01): "ETOP is successful because it offers programs that people want to attend on their own time, and it certainly meets the needs of management and it meets the needs of the union."

71) MS of Victoria Klein.

VICTORIA KLEIN (11:15:42): "There are not a lot of companies and a lot of unions that join together to give their employees this great gift. And, I'm proud of both areas, the union and the company because of it."

72) MS of Nick Falcone.

NICK FALCONE (3:05:04): "Jobs continually change, and the skill needs continually change, so you have to have a continuous learning process in order to be able to accommodate the change."

73) MS of John Dickson.

JOHN DICKSON (7:15:36): "The future is all about having the very best of employee capability... people who are flexible, people who understand evolving technologies, people who can learn and adapt continuously, and the match of ETOP with that requirement, a system that provides easy access, broad educational support, allows people to learn continuously and develop continuously, I think is a very powerful partnership with the need that we have to – to go out and compete and win in this very, very tough marketplace."

74) GRAPHIC WIPE TRANSITION.

SFX TO MATCH GRAPHIC WIPE TRANSITION.

75) MS of Jack Barry.

JACK BARRY (OC): "Now that ETOP has become

VIDEO

- 76) ETOP participants at computer station.
- 77) MS of Henry Schacht.
SUPER ID:
Henry Schacht
President & CEO
Lucent Technologies
- 78) GRAPHIC transition element wipes across screen to reveal closing composite montage, showing happy workers on the job and in the classroom being productive. MANIPULATE SUPERS over imagery as was done in the opening sequence:
Job Satisfaction
Career Advancement
Improved Performance
Better Products
Better Pay
Competitive Advantage
- 79) Wide shots of plants, CU's of employees, MWS of Enhanced Learning Center...PUSH TO CU of ETOP logo on center entrance.
- 80) SNAP OUT TO WS as class of participants exits the Enhanced Learning Center talking and smiling.
- 81) Slow DISSOLVE to GRAPHIC with moving background. ETOP logo BUILDS to full screen, then pushes back into lower third

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a multi-employer organization, I urge all IBEW Local Unions who have not already done so to negotiate an education and training fund for tomorrow's jobs and provide a more secure future."

HENRY SCHACHT (OC): "We live in an age where learning is never finished. In fact, today, learning must be a continuous process. (FLASH CUT) ETOP is dedicated to providing our employees with the training and education needed to develop the skills necessary for our future success."

SFX TO MATCH GRAPHIC WIPE TRANSITION. OPENING MUSIC REPRISES AND BEGINS TO BUILD UNDER OVERLAPPING VOICES.

VOICE #1: Job satisfaction...

VOICE #2: Career advancement...

VOICE #1: Improved performance...

VOICE #2: Better products...

VOICE #1: Better pay...

VOICE #2: A competitive advantage...

ANNOUNCER (VO): For employers and eligible employees alike...now is the time to make a commitment to continuous learning...and strengthen your marketability through the Enhanced Training Opportunities Program.

Put the power of education to work for you...and, help build a stronger, more prosperous America for the 21st century!

MUSIC BUILDS UNDER VOICE #1.

VOICE #1: For more information on the Enhanced

VIDEO

of screen. SUPER:
www.etop.org
630-250-9440

82) SUPER:
Any Credits and/or
disclaimers.
Copyright 2001, ETOP, Inc.

Fade to black.

AUDIO

Training Opportunities Program, visit our Web site
at www.etop.org...or, call ETOP headquarters in
Itasca, Illinois at 630-250-9440.

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DISCLAIMERS AND COPYRIGHT INFORMATION,
THEN DOWN AND OUT WITH FADE TO BLACK.