THIS BUSINESS OF AUTISM STORY ARC

- **ACT ONE**
  TRT 22:30
  - **(ARC) INTRODUCTION**
    - **(SEQ 01) The Day Begins**
      - **Themes**
        - Who / Where / When
        - Opening the old shop
      - **Audio**
        - "Voices In My Head" treatment e.g. off-screen sound bites
          - Some statistics
          - Parent quotes
          - Government quotes
          - Autistic quotes
      - **Video**
        - Establishing Shots
          - Port Washington
          - Harbor
        - Opening up the shop
        - **Broll** — 01a - HarborSeasonalRollFocus (SUMMER)
      - **Cast**
        - Patrick
        - Voices in my Head
      - **Transition** — 02a - OldShop-Posterity
  - **(ARC) CONFLICT**
    - **(SEQ 02) Meet Spectrum**
      - **Themes**
        - (Patrick) Basic Economics & Statistics
          - 1 in 68
          - 70%-90% unemployed / underemployed
          - How much to institutionalize these people
        - Stella's Story
          - Husband died
          - Looked at son wondered about future
          - Experience in garment industry
        - Nicole's Story
          - Hopes she has helped ease some families
        - Patrick's Story
          - British ex-pat
          - Education / came to U.S.
          - Helping with Nicolas
          - Why custom apparel works for autism
      - **Audio** — Interview audio
      - **Video**
        - Seated interviews
        - Stills from early Spectrum
        - Infographics
        - **Broll** — 02a - OldShop-Posterity
      - **Cast**
        - Stella
        - **Patrick**
      - **Transition** — 02a - OldShop-Posterity
    - **(SEQ 03) Meet The New Space**
      - **Themes**
        - Old space was limiting production, thus growth & new job opportunities
        - Would take a huge fundraising campaign to make it all happen
        - Permitting with locality
        - How to expand into a new location while keeping current operation running smoothly
      - **Audio** — Interview audio
      - **Video**
        - Seated interviews
        - Pre-construction walkthroughs & stills
        - **Broll** — 03a - NewBuild-PreConstruction
      - **Cast**
        - Nicole
        - Stella
        - **Patrick**
        - Erik
      - **Transition** — **Broll - 03t - DemoJuly**
    - **(SEQ 04) Meet The Families BEYERS**
      - **Themes**
        - Commercial real estate deals
        - Jon on board of directors
        - Family / sibling dynamic
        - Parental realities
      - **Audio** — Interview audio
      - **Video**
        - Seated interviews
        - Photos
          - Greg as baby / child
          - Greg & Lauren as children
          - Greg & Lauren today
          - Family group photo (casual & fun)
        - **Broll**
          - 04a - GregBeyer
          - 04b - ConstructionSeptember
          - 04c - ExteriorConstructionJuly
      - **Cast**
        - Jon Beyer
        - Amy Beyer
        - Lauren Beyer
        - Greg Beyer
      - **Transition** — **Broll - 04b - ConstructionSeptember**
    - **(SEQ 05) Government Programs**
      - **Themes**
        - Unsustainable government programs
        - Government's role vs. private sector vs. family vs. community
      - **Audio** — Interview audio
      - **Video**
        - Seated interviews
        - **Broll**
          - 05a - Night In White (Phillips)
          - 05b - NickCenter-Awards
      - **Cast**
        - Senator Elaine Phillips
        - Former Senator Jack Martins
      - **Transition** — **Broll - 05t - OldShop-July**
    - **(SEQ 06) Meet The Families MURTHAS**
      - **Themes**
        - Parental realities
        - Aging out
        - State of "training" programs in schools
      - **Audio** — Interview audio
      - **Video**
        - Seated interviews
        - Family photos
          - Brian / Jimmy young
          - Brian high school
          - Brian with friends
        - **Broll**
          - 06a - BrianMurtha
          - 06c - Murthas
          - 05a - Night In White (Murthas)
      - **Cast**
        - Mary Murtha
        - Jim Murtha
        - Brian Murtha
      - **Transition** — **Broll - 04b - ConstructionSeptember**
    - **(SEQ 07) Temple Grandin**
      - **Themes** — So many to choose from!
      - **Audio** — Interview audio
      - **Video**
        - Seated interview
        - **Broll - Nicolas Center**
          - Spectrum Bakes
          - Spectrum Grows
          - Spectrum Suds
          - Working out
        - **Broll - Spectrum production floor**
        - **Broll**
          - 07a - NickCenter July
          - 07b - NickCenter January
      - **Cast** — Temple Grandin
      - **Transition** — **Broll - 04b - ConstructionSeptember**
    - **(SEQ 08) Autism Job Club**
      - **Themes**
        - Community initiatives
        - Teaching "soft skills" and other valuable skills
        - Networking
      - **Audio** — Interview audio
      - **Video**
        - Seated interviews
        - **Broll** — 08a - AutismJobClub
      - **Cast**
        - Michael Bernick
        - David Platzer
        - Jack Hogan
        - John Marble
      - **Transition** — **Broll - 08t - Golf Outing Fundraiser**
    - **(SEQ 09) Meet The Families KUHLMEYS**
      - **Themes**
        - Parental realities
        - Evan "doesn't want to labeled or diagnosed"
        - Evan "wish I had a soft skills program while I was in college"
      - **Audio** — Interview audio
      - **Video**
        - Seated interviews
        - Family photos
          - Evan young
          - Evan high school
          - Evan college
          - Full family photo
        - Photo montage of Evan's artwork
        - **Broll** — 09a - OldShop-October
      - **Cast**
        - Kendall Kuhlmey
        - Kenneth Kulmey
        - Evan Kuhlmey
      - **Transition** — **Broll - 09t - ConstructionOctober**
    - **(SEQ 10) University Initiatives**
      - **Themes**
        - Mercyhurst AIM program changing lives
        - Teaching "soft skills" to autistic students
      - **Audio** — Interview audio
      - **Video**
        - Seated interviews
        - **Broll**
          - 10a - MercyhurstI (campus)
          - 10b - MercyhurstI (NYC)
      - **Cast**
        - Brad McGarry
        - President Michael Victor
        - Norm Mingolelli III
      - **Transition** — **Broll - 01a - HarborSeasonalRollFocus (FALL)**
    - **(SEQ 11) Running It Better**
      - **Themes**
        - Visual workplace
        - Production floor layout
      - **Audio** — Interview audio
      - **Video**
        - Seated interviews
        - **Broll**
          - 11a - VisualWorkplace
          - 11b - NewEquipmentInstallation
          - Broll - job board / signage / visual workplace cues
      - **Cast**
        - Dave
        - Tim
      - **Transition** — **Broll - 11t - ConstructionDecember**
  - **(ARC) RISING ACTION**
  - **(ARC) TWIST**
    - **(SEQ 12) Meet The Family FISHBEINS**
      - **Themes**
        - How much Zack loved his job
        - Zack cut the ribbon for old building
        - Impact of Zack's passing on execs / team
      - **Audio** — Interview Audio
      - **Video**
        - Seated interviews
        - Family photos
          - Zack and Samantha young
          - Zack at JCC
          - Zack with friends
        - Video & stills of Zack in action
        - **Broll**
          - Belches swag in production
          - 13a - OldShopDecember
          - 11b - NewEquipmentInstallation (installed)
      - **Cast**
        - Ilene Fishbein
        - Samantha Fishbein
        - Sy Feit
        - **Patrick**
        - Stella
      - **Transition** — **Broll - Harbor Roll Focus (WINTER)**
        - Zack's Room
  - **(ARC) CLIMAX**
    - **(SEQ 13) Opening Night**
      - **Themes**
        - We did it!
        - You (entrepreneurs out there) can do it too
      - **Audio**
        - Speeches
        - Man-on-street Interviews
      - **Video**
        - MOS
        - Speeches
        - Ribbon cutting
        - GoPro fun shots (put headband on Brian Murtha?)
        - **Broll** — 14a - OpeningNight
      - **Cast**
        - **Patrick**
        - Stella
        - Nicole
        - Everyone
      - **Transition** — **Broll - hugs / toasts / smiles / tears**
- **ACT THREE**
  TRT 22:30
  - **(ARC) FALLING ACTION**
    - **(SEQ 14) Corporate Responsibility**
      - **Themes**
        - Are you going to do business with these companies?
        - Everybody wins
        - Recruiting / Reputation / Retention
      - **Audio** — Interview audio
      - **Video**
        - Seated interviews
        - **Broll**
          - 15a - AllofPartners
          - BEST OF ALL UNUSED WORKERS-IN-ACTION BROLL SEQUENCES
            - 02a - OldShop-Posterity
            - 16b - NewShopInAction
      - **Cast**
        - Samantha Fishbein
        - Other impactful sound bites (need to find 4-6 more)
      - **Transition** — **Broll - 16b - NewShopInAction**
  - **(ARC) RESOLUTION**
    - **(SEQ 15) Hopes For The Future**
      - **Themes**
        - Hopes for the future
        - Challenges
        - Legacy
        - Spectrum's real "discovery" e.g. the process it can share with others
        - Lauren & Patrick thoughts on raising their own family
      - **Audio** — Interview audio
      - **Video**
        - Seated interviews
        - Photos
          - Lauren / Greg / Patrick
          - Evan painting
        - **Broll** — 16a - NewShopWalkthroughs
      - **Cast** — Everyone (need to find most emotional sound bites)
      - **Transition** — **Broll - Before/After**
        - Main production area
        - Second floor production area
    - **(SEQ 16) The Day Ends**
      - **Themes**
        - Wrap up
        - Lessons learned
      - **Audio** — Patrick off-camera
      - **Video** — Broll
        - 01a - HarborSeasonalRollFocus (SPRING)
        - Broll - Patrick closing down new shop for the night e.g. "lights out"
      - **Cast** — **Patrick**
      - **Transition** — Fade to black