

## COMMUNITIES IN SCHOOLS B-ROLL LINKS:

### 1) Overview Master Document:

*Master Word document with descriptions of all B-roll, Interview Soundbites, timecodes, etc.*

<http://lss.synology.me:5000/fbsharing/7tTWrNYg>

### 2) Interview Soundbites File:

*Interviews with Dan Cardinali, Elaine Wynn, Terin Valentine*

**BROADCAST FILE - Interview Soundbites Link - LARGE FILE FOR BROADCAST USE ONLY**

<http://lss.synology.me:5000/fbsharing/dTI75XdD>

**REVIEW FILE - Interview Soundbites Link - SMALL FILE FOR REVIEW PURPOSES ONLY**

<http://lss.synology.me:5000/fbsharing/rdWeJPIb>

### 3) B-Roll Package File:

*B-Roll from Illinois H.S., South Carolina H.S., Florida M.S., Washington State E.S., Texas E.S.*

**BROADCAST FILE - B-Roll Package Link - LARGE FILE FOR BROADCAST USE ONLY**

<http://lss.synology.me:5000/fbsharing/vGpkrUNa>

**REVIEW FILE - B-Roll Package Link - SMALL FILE FOR REVIEW PURPOSES ONLY**

<http://lss.synology.me:5000/fbsharing/6AXGf3bf>

### 4) Change The Picture PSAs File:

*PSAs for Change the Picture - :30, :60 PSAs with Cheyenne, Ellie, Hector, Hillary, Jamal Tres'Rionna*

**BROADCAST FILE - ChangeThePicture PSAs Link - LARGE FILE FOR BROADCAST USE**

*ONLY*

<http://lss.synology.me:5000/fbsharing/XjTvlp3F>

**REVIEW FILE - ChangeThePicture PSAs Link - *SMALL FILE FOR REVIEW PURPOSES ONLY***

<http://lss.synology.me:5000/fbsharing/faXDiysq>

#### **5) Infographics:**

*Two CIS Infographics – Graduation Rate Comparison, Five Unexpected Reasons Kids Drop Out*

<http://lss.synology.me:5000/fbsharing/HjfrpUSL>

## COMMUNITIES IN SCHOOLS B-ROLL PACKAGE:

### 2) CIS Interview Soundbites:

Communities In Schools

TRT 10:19

B-Roll Package

Interview Soundbites

Dan Cardinali, CIS President - 01:00:00;00

TRT 2:57

Elaine Wynn, CIS Board Chair - 01:03:07;17

TRT 2:31

Terin Valentine, Student, Washington, D.C. - 01:05:49;12

TRT 4:18

### Dan Cardinali, Communities In Schools President, Interview Soundbites:

01:00:10;00 - Dan Cardinali says his name and organization

*"Daniel Cardinali, President of Communities In Schools national office."*

01:00:14;23 - "we know... structured"

*"we know that when poor kids come to school they have a set of barriers that make it impossible for them to learn until those barriers are removed, and yet public education wasn't designed to remove those barriers. So, Communities In Schools, along with our other intergrade student support providers, have really refined an ability to partner with public education so that those barriers are no longer obstacles for young people, and they can learn, and they can take full advantage of how public education is actually structured."*

01:00:44;19 - "CIS partners...that's CIS's job"

*"Communities In Schools partners with guidance counselors and school social workers and principals primarily to support their efforts, which are really focused on*

*driving academic outcomes for young people. Those professional staff, who are really extraordinary across America, aren't set up to manage childhood hunger or a family that just had a parent incarcerated, or incredible violence in the neighborhood that kids are traumatized as they walk through the door. That's Communities In Schools' job."*

01:01:18;23 - "we're incredibly excited...all young people"

*"we're incredibly excited about these reports because they, for the first time, really paint a data driven picture about the incredible humanity of our organization. Every day kids show up to school really with enormous barriers. They're hungry. They're in need of stable homes. They often live and walk through incredibly dangerous neighborhoods. And we, as an organization, every day care about removing those barriers. And the good news is you can actually measure how, by managing that stuff you can drive academic outcomes. So these reports paint a terrific picture across America about how our local affiliates are supporting teachers and principals and whole school systems in supporting their efforts to educate all young people."*

01:02:02;16 - "The goal...real"

*"the goal of our organization is to remove anything that holds them back from being whole beings. If they're hungry we get them food. If they're in need of shelter we find a place for them to stay that's safe and warm and caring, and ideally, we put caring [02:40:30] adults in their lives that tell them that they can do amazing things and then walk with them in that journey to make that amazing story real."*

01:02:27;15 - "the dropout crisis...post-secondary education"

*"the dropout crisis in America is really quite pervasive. It's hidden in many ways because it's in pockets. But when you aggregate it up, each year we lose about 1 million young people who are not going to be employed and are not going to be in any kind of post secondary education."*

01:02:49;16 - "what we know now...fundamental way"

*"what we know now in public education is if you can education young people from an academic point of view and love them and support them humanly with the things they need to be able to survive, you can actually address the drop out crisis in a fundamental way."*

**Elaine Wynn, Communities In Schools Board Chair, Interview Soundbites:**

01:03:17;17 - "aside from ... poverty"

*"Aside from the traditional education route that deals with reform that we're all familiar with, like the quality of teachers, leadership, governance, funding—the bigger barriers that we're discovering that are so critical and that are the most difficult to deal with are the social barriers that come with poverty."*

01:03:44;12 - "Communities In Schools...health care"

*"Communities In Schools goes right to the heart of those issues. And it has to do with a better approach to leveraging services and agencies that already exist in a community, that can help remove some of those barriers, that have to do with dealing with basic needs for children like housing and food and clothing and healthcare."*

01:04:09;07 - "Children are...transforming change"

*"children are people that need to relate to caring, human adults, and the minute you inject that personality into their [03:00:30] lives you can have a transforming change."*

01:04:28;01 - "It is life changing...life-altering condition"

*"It, it is life changing to enter a site and be anonymous and to be depressed and to have no hope and to know that that school site is probably the safest physical place you're going to be at during the day, and there you are in daunting environments where they're trying to teach you math and English and history and you don't know if you have a meal on the weekend. I mean, really. What is important to that child at that moment? And if you have a toothache, if you can't see the board. If you're embarrassed because your clothes are torn or your shoes are tight, you know, that is a life altering condition."*

01:05:22;23 - "we do not... amount to anything"

*"we do not accept this notion that there are some kids that can't make it and that if they don't have success by the third grade they're gonna fall behind and never really amount to anything."*

01:05:41;21 - "Eventually...graduate"

*"eventually we hope to be reaching the goal of having everybody graduate."*

**Terin Valentine, Communities In Schools Student, Washington, D.C., Interview****Soundbites:**

01:05:59;12 - "My name is Terin Valentine...Washington, D.C."

*"My name's Terin Valentine, I'm 18 and I'm from Washington, DC."*

01:06:06;12 - "I was having...come at all"

*"I was having a really hard time getting to school. I didn't have money. My mom didn't really have any money at the time. So...I would either have to walk to school and be late or just not come at all."*

01:06:19;16 - "we didn't really have...walk to school"

*"We didn't really have...stable living arrangements so we had to live in temporary housing. My mom didn't have a job and we didn't have much so it really was a struggle for me getting to school. I'd wake up and I'd ask her, should I go to school or not? And she would say you can try but I won't have any money until a certain day or so. I would probably wake up at like 5:00 or 5:30 just to get up really early so I could have to walk to school."*

01:07:17;28 - "I knew that...grades would get"

*"I knew the more days I missed, the worse my grades would get."*

01:07:19;17 - "I think...anymore"

*"I think after a while honestly I kind of stopped caring. I didn't really want to come to school anymore."*

01:07:26;28 - "one day...things like that"

*"One day I was in the school and Mr. McCrady pulled me aside and said "Taren, I noticed you've been missing a lot of days in school." And I was talking to him about that and he said "I can help you" and I thought he was joking at the time. Cause I didn't think no one could really help me help me. But then he was like "if you become a part of this, Communities In Schools then I can help you with transportation and other things you may need. From there he started helping me with fare cards and tokens. And here and there he would give me these book bags on Fridays that would have food in them and different things like that."*

01:08:10;23 - "it made me feel...needed"

*"It made me actually feel really good...because it gave me confidence now I know I could get to school and I now know I can get my work done because now I had the help that I needed."*

01:08:23;29 - "I got comfortable...in a way"

*"I got comfortable with speaking to him about anything that was on my mind. Somewhat like a counselor or a therapist in a way."*

01:08:40;13 - "when you know...listen"

*"When you know that you got somebody to go talk to, you don't have to be afraid to talk about anything. You know that no matter how long it takes you to talk about it, they'll be there to listen."*

01:08:55;00 - "I really...just great"

*"I really have low self esteem. I don't know where I get that from. At times I feel like I can't do it and I give up. Communities In schools gave me that confidence to at least try. There's nothing wrong with trying is what Mr. McCrady told me. I thought about that and it really hit me. I was like why is this man helping me? But then I realized he's here for a reason. And it felt really good. I'm gonna be honest it kind of made me shed a tear. Besides my mom I really had no one else who could help me. It really helped me improve with my grades, my attendance got way way better, and as far as my attitude and feeling good everything thing is just great."*

01:10:05;08 - "at times I...ready now"

*"At times I did doubt going to college cause I didn't know if I was exactly ready. But...I know I am ready now."*

### **3) Communities In Schools B-Roll Package:**

Communities In Schools

TRT 4:45

B-Roll Package

Unsung Heroes 2012 B-Roll

Paul Fagen - Communities In Schools Site Coordinator, Illinois H.S. 01:00:00;00

TRT :18

Steven Weeks - Communities In Schools Site Coordinator, South Carolina H.S. 01:00:28;09

TRT :56

Bobby Valcin - Communities In Schools Site Coordinator, Florida M.S. 01:01:35;00

TRT :24

Linda Shelley - Communities In Schools Site Coordinator, Washington State E.S. 01:02:09;06

TRT :52

Stephanie Armendariz - Communities In Schools Site Coordinator, Texas E.S. 01:03:11;27

TRT :58

Change the Picture PSA B-Roll 01:04:20;22

TRT :15

### **Paul Fagen – Communities In Schools Site Coordinator, Illinois H.S.**

01:00:10;00 - Site coordinator standing, student seated on desk

01:00:18;19 - Site coordinator and two students seated, conversing, laughing, discussing literature

### **Steven Weeks – Communities In Schools Site Coordinator, South Carolina H.S.**

01:00:38;09 - Students mingling outside and inside their school

01:00:47;05 - Student meeting one-on-one with site coordinator

01:00:53;06 - Site coordinator making a speech, children laughing, site coordinator hugging a student, kids answering questions in class

01:01:07;06 - Site coordinator and student driving in a car

01:01:11;13- Site coordinator meeting first with principal, then with student

01:01:19;06 - Student filling out a form by the lockers

01:01:22;29 - Student doing homework outside on a picnic table

01:01:26;24 - Student and site coordinator sharing a moment, then hugging



**Bobby Valcin - Communities In Schools Site Coordinator, Florida M.S.**

- 01:01:45;00 - Students walking down a school hallway
- 01:01:49;01 - Tracking shots of neighborhood homes with families out front
- 01:01:56;20 - Student high-fiving site coordinator
- 01:02:01;10 - Student and site coordinator walking down school hallway together

**Linda Shelley – Communities In Schools Site Coordinator, Washington State E.S.**

- 01:02:19;06 - School bus making a turn
- 01:02:22;19 - Younger kids in school
- 01:02:32;08 - Site coordinator instructing a group of young kids
- 01:02:44;07 - Site coordinator coming in to meet with principal
- 01:02:51;05 - Site coordinator teaching arithmetic
- 01:02:54;08 - Site coordinator supervising a crafting activity
- 01:02:57;10 - Panning classroom shot
- 01:03:03;21 - Two girls swinging on the playground
- 01:03:08;11 - Smiling kid raising her hand

**Stephanie Armendariz - Communities In Schools Site Coordinator, Texas E.S.**

- 01:03:21;27 - Site coordinator meeting kids at a bus/giving hugs
- 01:03:29;06 - Site coordinator eating lunch with students and interacting one-on-one
- 01:03:39;00 - Site coordinator driving students
- 01:03:44;25 - Site coordinator tutoring, reading to students, and high-fiving
- 01:04:01;01 - Site coordinator tying on new shoes for a student and then hugging her
- 01:04:08;00 - Student reaching for site coordinator's hand
- 01:04:15;21 - Site coordinator meeting with student and guardian

**Change The Picture PSA B-Roll:****Cheyenne:**

01:04:30;22 - Two walking figures, out of focus and slow-mo, in a school hallway

**Hector:**

01:04:34;00 - Panning mid-shot of student working at a desk

**Jamal:**

01:04:36;11 - Water fountain/school hallway

01:04:40;03 - One walking figure out of focus and slow-mo, in a school hallway

#### 4) Change The Picture Broadcast PSAs:

Communities In Schools

TRT 7:56

B-Roll Package

Change the Picture PSAs

Cheyenne :60 - 01:00:00;00

Ellie :30 - 01:01:07;03

Ellie :60 - 01:01:44;04

Hector :60 - 01:02:51;07

Hillary :60 - 01:03:58;10

Jamal :30 - 01:05:05;15

Jamal :60 - 01:05:42;16

Tres'Rionna :60 - 01:06:49;21

#### 5) Communities In Schools Infographics:

Graduation Rate Comparison – National & CIS Rates

Five Unexpected Reasons Kids Drop Out of School