

Client: *Shenandoah Valley Scholars Latino Initiative*  
Title: *Shenandoah Valley Scholars Latino Initiative- “Mentors Matter”*  
Time: 30 seconds  
Produced  
Key Frame: Scene One  
Date: 11/08/16

1) (LS) 16 YEAR OLD LATINO FEMALE LAUGHING WITH 20 YEAR OLD FEMALE *JMU* COLLEGE STUDENT IN A HIGH SCHOOL (10 SECONDS).



SFX: AMBIENT MUSIC WITH BUILDING TEMPO IN THE BACKGROUND FOR THE WHOLE COMMERCIAL (30 SECONDS)

ANGELA (VO 16 YEARS OLD, PASSIONATE VOICE):

“As a young latino, I face challenges that other

Americans my age don’t.

*Shenandoah Valley- Scholars*

*Latino Initiative* helps me

achieve my goals.”

2) (MS) CUT TO YOUNG 18 YEAR OLD LATINO MALE SITTING AT TABLE WITH 21 YEAR OLD MALE *JMU* STUDENT DOING HOMEWORK IN A *JMU* COMPUTER LAB (3 SECONDS).



ANDREW (VO 18 YEARS OLD, WELCOMING VOICE):

“My mentor is someone who motivates me.”

3) (CU) CUT TO 16 YEAR OLD LATINO GIRL DANCING IN HIGH SCHOOL HALLWAY HOLDING AN A+ IN HER HAND FROM A MATH TEST (3 SECONDS).



CHRISTINA ( VO 17 YEAR OLD, EXCITED VOICE):

“She helps me achieve my academic goals.”

4) (LS) CUT TO 17 YEAR OLD LATINO MALE VISITING BRIDGEWATER COLLEGE CAMPUS TO WHICH HE WAS JUST ACCEPTED. HE RAISES HIS HANDS IN THE AIR WITH ACCEPTANCE LETTER AND SMILES (4 SECONDS).



DIEGO (VO 18 YEARS OLD, DETERMINED VOICE):

“I would have never realized how capable I was. ”

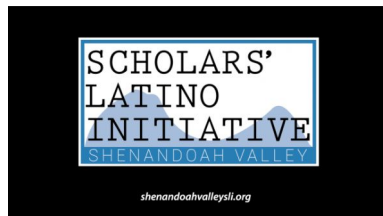
5) (SUPER WS) CUT TO GROUP OF EIGHTEEN-YEAR-OLD HIGH SCHOOL STUDENTS ALL TOGETHER SMILING AT AN SV-SLI EVENT (5 SECONDS).



GROUP OF EIGHTEEN-YEAR-OLD HIGH SCHOOL STUDENTS (VO CHEERS IN EXCITED VOICE):

“*Shenandoah Valley Scholars Latino Initiative* got us here!”

6) (TITLE) FADE TO BLACK SCREEN WITH LOGO IN THE CENTER WITH WEBSITE URL IN WHITE TEXT UNDERNEATH (5 SECONDS).



MALE ANNCR (30 YEAR OLD DETERMINED VOICE):

Make a difference in your community. Visit

[shenandoahvalleysli.org/](http://shenandoahvalleysli.org/)

