

CLIENT: CHICKEN SALAD, LLC  
TALENT: MICHAEL SAXER  
SHOW: "TASTE OF NEW ORLEANS"

Michael: EVERYBODY THINKS THEY KNOW NEW ORLEANS:  
AN EXOTIC TOWN OF SHADOWS  
A DRUNKEN "SIN CITY"  
RISKY AND DANGEROUS,  
OR WORSE, IT'S JUST GONE.  
ALMOST FOUR YEARS AFTER THE LEVEES BROKE,  
PEOPLE STILL THINK THESE THINGS.  
BUT THEY'RE WRONG.  
THE TRUTH ABOUT NEW ORLEANS IS: IT'S ONE OF AMERICA'S  
OLDEST, MOST ENDURING, AND MOST SOPHISTICATED CITIES.  
BUT IT WEARS A MASK.  
AND UNDERNEATH THAT MASK IS A WORLD CULTURE:  
MORE EUROPEAN, LATIN, AFRICAN, AND CARIBBEAN  
THAN ANYWHERE ELSE IN AMERICA.  
WHAT HOLDS IT ALL TOGETHER IS FOOD.  
AND THE PEOPLE HERE ARE PASSIONATE ABOUT IT,  
COOKING IT, SHOPPING FOR IT, EATING IT, ARGUING ABOUT IT.  
AND THERE'S A WHOLE NEW WAVE OF CHEFS IN NEW ORLEANS  
WHIPPING UP A CUISINE THAT RIVALS ANYTHING YOU CAN FIND  
ANYWHERE ELSE IN THE WORLD.

CLIENT: WPIX-TV, NEW YORK  
TALENT: GARY BRIDGES  
SHOW: "AMERICA'S TEAM"

V/O: FOR MORE THAN EIGHTY YEARS, AMERICANS HAVE BEEN IN LOVE WITH  
BASEBALL AND THE YANKEES. THEY'RE THE BEST-KNOWN SPORTS-TEAM  
IN THE WORLD: THE ONES TO BEAT AND THE ONES WHO LOVE TO WIN.

*(man-on-the-street interviews)*

BASEBALL MEANS TEAM SPIRIT, PERSONAL EXCELLENCE, GRACE UNDER  
PRESSURE, AND THE ROAR OF THE CROWD. AND FOR THE BETTER PART  
OF THIS CENTURY, BASEBALL HAS MEANT THE YANKEES:  
FROM THE LEGENDARY BABE RUTH TO NEWCOMERS LIKE DON  
MATTINGLY, THEY'RE THE TEAM THAT SAYS IT ALL.

*(Mattingly interview)*

BASEBALL CUTS ACROSS ALL THE BOUNDARIES. IT UNITES FANS FROM  
EVERY WALK OF LIFE: YOUNG AND OLD, RICH AND POOR, THEY ALL COME  
HERE TO "THE HOUSE THAT RUTH BUILT", YANKEE STADIUM.  
IT'S A UNIQUELY AMERICAN COMING-TOGETHER, BIGGER THAN POLITICS,  
BEYOND JOBS AND MONEY: IT'S A PLACE WHERE THOUSANDS OF PEOPLE  
CAN GET TOGETHER AND SEE "THE BRONX BOMBERS" DO WHAT THEY DO  
BEST... PLAY BALL!

*(and so forth)*

CLIENT: RODALE FARMS  
TALENT: JEFF BALL  
SHOW: "THE SIXTY MINUTE GARDEN"

Jeff: SAY GOODBYE TO YOUR GREENGROCER...  
  
AND SAY HELLO TO THE NEW-WAVE GARDER!  
  
I'M JEFF BALL...  
  
AND I'LL SHOW YOU HOW TO START YOUR OWN BACKYARD  
FOOD FACTORY ON THE PREMIERE OF "THE SIXTY MINUTE GARDEN."  
  
IT'S A REVOLUTIONARY WAY TO GROW HUNDREDS OF POUNDS OF FRESH  
VEGETABLES...  
  
AND OUR OWN GOURMET CHEF WILL SHOW YOU HOW TO COOK THEM.  
  
I'LL TALK TO EXPERTS ON GARDEN PESTS AND SHOW THE NATURAL WAY  
TO BEAT THEM.  
  
IT'S ALL RIGHT HERE ON "THE SIXTY MINUTE GARDEN."