

# Writing Portfolio for Johanna Vanderspool



*Johanna Vanderspool*  
*Updated November 2008*  
*Website: [www.JohannaVanderspool.com](http://www.JohannaVanderspool.com)*

*Writing Portfolio for Johanna J. Vanderspool*

**TABLE OF CONTENTS**

1. Voice Over Narrative/ Show Openers/ Documentary/ Reality scripts.....pgs 3-17

2. Fictional Scripts.....pgs 18-24

3. Short Form/ Interstitials.....pg 25

4. Blogs.....pgs 26-30

5. Poetry.....pgs 31-33

6. Advertising/ Marketing/ Trailer copy.....pgs 34-35

7. Corporate strategy.....pg 36

8. Research.....pgs 37-39

9. Links.....pg 40

# *Writing Portfolio for Johanna J. Vanderspool*

## **VO NARRATIVE/ DOCU- REALITY SCRIPTS**

### **1. Larry King Live: Show Openers—November 9, 2007**

#### **Larry King Live: Suze Orman & Rachel Ray**

LARRY KING, HOST: Tonight, the sizzling Rachel Ray and pocket pinching Suze Orman...

(begin clip)

RACHEL RAY CLIP (ON OPRAH): Throw a perfect holiday party. Her five minute fudge, Pomegranate Martinis.

(end clip)

KING: “What’s cookin, good lookin” has a new meaning, if you’re talking about popular chef Rachel Ray. With a second season of her Food Network show, she dishes on her success and hobnobbing with celeb gal pals. After hitting the bestsellers list, Rachel churns up the truth on future plans. More importantly, can she save me from my saggy soufflé? Later...

(begin clip)

SUZE ORMAN CLIP (DEBATING ON FINANCIAL PANEL/ OR ON OPRAH):  
“Many people are in the dark when it comes to money, and I’m going to turn on the lights.”

(end clip)

KING: Call, Email in. A one-on-one with Suze Orman. The financial whiz will be here to keep you from the mortgage meltdown and lead you away from that credit card debt. With frenetic holidays ahead, her exclusive tips will make your pocketbooks lighter...

KING: Stay tuned, it’s all next on LARRY KING LIVE.

#### **Larry King Live: Britney Spears & Celeb Rehab**

LARRY KING, HOST: Tonight, celebrity addictions, rehab and recovery. Robert Downey Jr and others give Britney advice...

KING: Headlining the tabloids daily. Britney Spears. A mother of two in a nasty custody battle, living a drug induced life. Singer of “Oops, I did it again,” may need to re-think doing it again. Britney’s lost her sons to former husband Kevin Federline. In what’s been called reckless behavior, negligent abandonment and outrageous drug abuse, why has an innocent girl from Louisiana turned into a troublemaker?

(Begin clip)

INSERT BRITNEY MTV AWARDS VIDEO CLIP

KING SOUNDBYTE OVER VIDEO: Considered her “comeback” performance at the 2007 MTV Music Video Awards, Britney stumbled on stage, reportedly partying before and after the show. With two blip stints in rehab, industry insiders question her comeback potential unless she seeks long term help. But her label stands by their “Toxic” star...

# *Writing Portfolio for Johanna J. Vanderspool*

JIVE RECORDS REPRESENTATIVE SOUNDBYTE/ VIDEO:

"Jive's relationship with Britney is fine. She continues to be one of our biggest worldwide artists and we remain 100 percent committed to her career."

(End clip)

KING: Kevin and Former manager Larry Rudolph speak out about her addictions and outlandish behavior. And remember this?...

ROBERT DOWNEY JR VIDEO/ SOUNDBYTES:

"(It's) like I've got a shotgun in my mouth, with my finger on the trigger, and I like the taste of gun metal."


KING: Former infamous drug users, Robert Downey Jr and Carrie Fisher sit in and share their stories of addiction and recovery, as another dazed star of "Desperate Housewives", Jesse Metcalf, is let out of rehab.

JESSE METCALF PR/ SUSAN PATRICOLA:

"On Monday, March 19, Jesse Metcalfe entered a rehab facility to deal with alcohol issues. He realized he had a problem and was anxious to deal with it immediately."

KING: Intoxication, is it the new Hollywood formula? In the latest and very long line of celebs in drug or alcohol trouble, psychiatrists and drug experts speak out in plea to get these celebrities on their way to recovery....coming up next on Larry King Live.

## **2. Bizarre Foods with Andrew Zimmern: Tanzania—August 17, 2008**

<b>Bizarre Foods with AZ: Tanzania</b> SHORT Rough Draft—J.Vanderspool August 17, 2008	
	
<b>COLD OPEN</b>	<b>TANZANIA</b>
	<b>(ANDREW VO)</b>  <b>ON THIS BIZARRE FOODS...</b> <b>ROASTY TOASTY GOATY GOODNESS</b>
	(SOT)  AZ: A lot of unwashed parts in there...
A1:10:37	<b>(ANDREW VO)</b>  <b>MILK, IF YOU COULD STILL CALL IT THAT.</b>
	(SOT)  AZ: Wow, this is - ED: So if you keep on shaking, shaking, shaking maybe in the calabash later on you have the butter.
A3.51.10	<b>(ANDREW VO)</b>

## *Writing Portfolio for Johanna J. Vanderspool*

	<b>A BUFFET TO NEVER FORGET.</b>
A4.54.28	(SOT) AZ: People always say that one animal's blood looks like another. Oh no; goat? That blood is chunky, it's chunky blood. (UNDER BREATH) Oh boy.
	<b>(ANDREW VO)</b> <b>A BACKYARD BBQ UNLIKE NO OTHER...</b>
A8.39.00	(SOT) AZ: I'm not sure why I can't stop eating. These guys say it's the soup. I say it's because the barbeque is so darn good.
	<b>(ANDREW VO)</b> <b>AND USING MOTHER EARTH'S SECRET RECEIPE</b>
A13.34.15ish	(SOT) AZ: What's that? EMILY: This is the carbon - the sodium carbonate; (INDISTINCTIVE). AZ: It looks like dirt. EMILY: It looks like dirt; yeah it is dirt of course because [LAUGHTER] it is earth. It's kind of earth.
	<b>(ANDREW VO)</b> <b>TREKKING INTO SAFARI LANDS AMID ZEBRAS, HIPPOS AND WILDEBEESTS TO INSPIRING TRIBAL RITUALS—YOU CAN'T BEAT THE RICH CULTURAL WEALTH AND TASTES OF TANZANIA.</b>
	<b>(ANDREW FX VO)</b> <b>I'M ANDREW ZIMMERN AND THIS IS BIZARRE FOODS! I'M A CHEF, WRITER AND CULINARY EXPLORER WHO UNDERSTANDS THAT WHAT'S COMMON CUISINE IN ONE COUNTRY, CAN BE AN EXOTIC EDIBLE IN ANOTHER. I BELIEVE THAT SHARING FOOD IS THE BEST WAY TO EXPERIENCE OTHER CULTURES, SO I TRAVEL THE WORLD SAMPLING ONE TASTY MORSEL AT A TIME.</b>
<b>ANIMATED OPEN</b>	<b>ANIMATED OPEN</b>
<b>ACT ONE: ARUSHA / SAFARI</b>	
(GO TO A16, B2, B3, B17, B18 B CAMERA)  Broll animals/ farming  Broll culture/ beading/ basketing weaving  Broll people in Arusha	<b>(ANDREW VO)</b> <b>TANZANIA HAS OVER 40 MILLION PEOPLE. RELYING HEAVILY ON THEIR LUSH TOPOGRAPHY AND EQUATORIAL CLIMATE, IT'S NO WONDER EMPLOYMENT IS FOUND THROUGH AGRICULTURE OR FARMING.</b>  <b>THIS COUNTRY HAS SEEN GREAT HISTORY. FORMERLY RULED BY POWERFUL TRIBAL KINGDOMS, LIKE THE MAASAI AND CHAGGA, THEIR INFLUENCE STILL PREVAILS IN PRESENT DAY TANZANIA.</b>

## *Writing Portfolio for Johanna J. Vanderspool*

(ACQUISITION FOOTAGE OF TRIBUNAL SESSIONS)	<b>THOUGH KNOWN TODAY PRIMARILY FOR SAFARI AND TOURISM, IN 2001, TANZANIA HELD THE CRIMINAL TRIBUNAL FOR RWANDAN WAR CRIMES, AND IS NOW BECOMING A STRONG LEADER IN INTERNATIONAL AFFAIRS.</b>
A2.38.03/ WS zebras/ wldabeests, zoom to AZ  A2.38.08	(SHOW OPEN—AZ SOT—STAND UP)  AZ: In Kiswahili, safari means journey, and Tanzania has come on an incredible journey. This county is oftentimes referred to as the birthplace of mankind, and human remains have been found here that are over three million years old. You could only imagine how much food has come and gone since that time. Already famous as a tourist destination, Tanzania is becoming well known as a political mediator as well, but her simple cultural heritage reigns supreme. And when it comes to the food, well, the indigenous fare, the tribal fare, take center stage.
<b>TANZANIA MAP</b>  <b>ZOOM IN TO DETAILED TZ MAP</b>	<b>(ANDREW VO)</b> <b>TANZANIA IS THE LARGEST EAST AFRICAN COUNTRY, BORDERING THE INDIAN OCEAN ON ONE SIDE, KENYA, MALAWI, RWANDA, UGANDA ON THE OTHER.</b>  <b>WE BEGIN IN THE BUSTLING CITY OF ARUSHA, THE THIRD LARGEST CITY IN TANZANIA AND THE STARTING POINT FOR MOST SAFARIS. NEXT, WE’LL JOURNEY NORTHWEST THROUGH THE FAMOUS NGORONGORO CONSERVATION AREA TO CATCH A GLIMPSE OF THE 5 BIG GAME. THERE, WE’LL STAY PUT FOR A COUPLE OF DAYS TO VISIT WITH THE MAASAI TRIBE. THEN, WE’LL HEAD NORTHEAST TO THE EDGE OF TANZANIA ON MOUNT KILIMANJARO’S SLOPES TO A SMALL CITY CALLED MARANGU TO LEARN THE WAYS OF THE CHAGGA PEOPLE.</b>
A1:032:00 IN A1:032:22 OUT	(AZ INTRO TO ARUSHA—SOT) AZ: Arusha is a vibrant and bustling town in Northern Tanzania, and the local slang name for it is A-town. Now, there’s been a lot of outside influence over the years, here in Arusha, mostly Arabic and Indian and while the food in the rest of Tanzania is oftentimes pretty bland, in Arusha, if you like it that way, you can get it pretty spicy.
A1:33:57 Broll of bus stand GO TO B CAMERA FOR PEOPLE EATING. TAPE B2, B17, B18	<b>(TRAVEL/ ARUSHA VO INFO)</b>  <b>AT THE BUS STAND IN THE KILOMBERO MARKET, ARUSHA SERVES AS THE SAFARI HUB TO THE SERENGETI, NGORONGORO CRATER AND OTHER NATIONAL PARKS.</b>  <b>WITH A POPULATION OF OVER 350,000 PEOPLE AND 400,000 VISITORS A YEAR THAT MEANS A LOT OF FOOD. TO PREPARE FOR MY JOURNEY, I MUST EAT WHAT THE LOCALS EAT.</b>
GO TO B1 CAMERA FOR EST SHOT OF REST.  A1:02:29 IN CUT TO B ROLL	(AZ SOT)  AZ: It’s a cold morning in Arusha and I’ve got a long trip ahead of me, so I’m stopping by the New Slope Garden Restaurant for a bowl of Supu, a traditional Tanzanian breakfast.

## *Writing Portfolio for Johanna J. Vanderspool*

<p>A1:07:41/ WS AZ entrance to restaurant  A1:08:31/ Walking POV , behind AZ.  A1:08:47/ MS sitting down, looking around</p>	
<p>BROLL OF SUPU PREP—B1 CAMERA  A1:25:27 CU meat onto a plate.</p>	<p><b>(ANDREW VO)</b></p> <p><b>COOKED OVER AN OPEN FIRE, SUPU REQUIRES 1-2 HOURS OF COOKING DEPENDING ON YOUR CHOICE OF MEAT TENDERNESS. TRADITIONAL MEAT CHOICES ARE OXTAIL, GOAT INTESTINES AND CHICKEN.</b></p> <p><b>SOME MEAT PARTS ARE DEBONED, WHILE MOST SIMPLY USE THE BONES AND ALL. AFTER BROWNING, THE DISH IS SEASONED WITH ONIONS, CHILI PEPPERS, BLACK PEPPER, LEMON AND SALT. WATER IS FINALLY ADDED TO MAKE THE BROTH.</b></p>
<p>A1:09:54/ Walking POV, woman w tray  A1:10:04/ MS Waitress putting tray on table  A1:10:13 IN  A1:11:49 OUT</p>	<p>(AZ SOT)</p> <p>AZ: Nothing on a cold morning in Tanzania beats a hearty bowl of supu, along with the meats that have been cooked with it. A little bit of cow's foot, a little bit of ox tail, a little bit of skin, little bits of meat and tongue in there. Go with a little bit of lemon...this is just like grandmother's beef broth. If she was a famous Tanzanian cook....Some chili. Oh this tastes like gaminess, you can tell. There's a lot of unwashed parts in there, adds a little edge to it. Let's just go right, cow's hoof, shall we? Not a lot on here. Chewy tendon, Little bits of cow skin and this looks like little pieces that (...?) the toes themselves. Don't eat that. Mm. Good thing there's a lot of broth to wash this down...</p>
<p>B1 Camera b-roll of goat heads  A1:28:50/ being served &amp; locals eating (ANOTHER SERVING OF SUPU—TAPE A1)</p>	<p><b>(ANDREW VO)</b></p> <p><b>PRIMARILY EATEN BY MEN, SUPU IS KNOWN BY THE LOCALS TO CURE HANGOVERS.</b></p>
<p>A1:14:00 IN  A1:017:01 OUT  GO TO B1 CAMERA FOR CU OF FOODS/ INTERCUT  A1:14:41/ he eats it</p>	<p>(AZ SOT)</p> <p>AZ: Season up our new supu. Some of these chilies. Oh, man. Little bit of salt. Now, as you can see, this is essentially the same broth. All they've done is they brought out some other goodies from the stock pot.</p> <p>AZ: What to try first, well, maybe a little bit of the cheek meat. Now, you know, if you've been watching this show, that the best meat on the animal is oftentimes found on the face. And you can see here, this wonderful piece of goat cheek.</p> <p>AZ EATS PIECE OF GOAT CHEEK</p> <p>AZ: Mm. Wow. It just does not get any better than that. Roasty, toasty, goaty goodness. And you can see here little bits of tender meat braised next to the jawbone. Wow, that is outstanding. So, the fun thing is you just pick your way through here and find</p>

## *Writing Portfolio for Johanna J. Vanderspool*

	<p>some different parts.</p> <p>AZ: Now, if you like pot roast, you're gonna love all these little bits of cheek meat and face meat that are clinging to the larger bones. Those are very tender and literally just fall apart in your mouth. There is, of course, other exotica to be found in here, all you have to do is know where to look for it. Here's a little piece of tongue. You can see right there.</p> <p>AZ: I happen to be a big tongue guy. Wow, that's funky. I'm not sure what happened to this head before it went into the soup pot, but it may have sat in the back of the car for a while. But if you like gamey meat, you're gonna love supu.</p> <p>AZ: Then you encounter strange pieces that you get to play one of my favorite games, which is, where on the body does this belong? I'm gonna set that aside for a second before I figure it out. Ooh, little piece from the eye socket. This is great.</p> <p>AZ: I'll tell ya, when meat cooks on the bone and all that head fat is cooked along with it, it gets so flavorful and this soup is so, so good. Beefy, lemony, chili, well, intestine time</p>
A1:21:11 IN A1:21:46 OUT	<p>(SOT)</p> <p>AZ: These intestines here could have used a couple of more Minutes in the stock pot if you know what I mean. They're a little chewy, and a power sprayer would have helped to, sort of, move along the grass and the other plant matter that was making it's way from the front of the animal to the back. It's still in there. Thank God, for this amazing broth.</p> <p>ANDREW WASHES HIS HANDS</p>
A1:24:36 Waitress arrives w wash bowl	<p><b>(ANDREW VO)</b></p> <p><b>BEFORE AND AFTER EATING, IT IS TRADITIONAL TO WASH YOUR HANDS AT THE DINNER TABLE.</b></p>
A1:22:20 IN A1:40:46 driving transitional shot. A1:45:26 aerial shot of crater while driving	<p>(AZ SOT)</p> <p>AZ: Well, after supu, it's safari time.</p>
A1:40:47/ inside car.	<p>(AZ SOT)</p> <p>AZ: Well, I just finished up my last meal in the city of Arusha, and we're on our way to the Ngorongoro Crater. Now, this is the place that the Africans have deemed the Garden of Eden. It's home to over thirty thousand hooved and predatorial mammals, this is where the big guys roam free. Rhinos, lions, elephants. Now, just to the north of here is Mount Kilimanjaro, the highest peak in Africa.</p>
GO TO B2, B3 CAMERA FOR BROLL	<p><b>(ANDREW VO)</b></p>


## *Writing Portfolio for Johanna J. Vanderspool*

<p>A1:54:50/ WS AZ exiting vehicle to Crater edge.  A1:54:59/ AZ looking @ Crater.  A1:48:13/ WS Crater pan</p>	<p><b>THE NGORONGORO CRATER FORMED WHEN A GIANT VOLCANO, THOUGHT TO BE AT LEAST 15,000 FT HIGH, EXPLODED AND COLLAPSED ABOUT TWO TO THREE MILLION YEARS AGO. IT IS THE WORLD'S LARGEST VOLCANIC CALDERA, AND IS KNOWN TO SOME AS THE EIGHTH NATURAL WONDER OF THE WORLD.</b></p>
<p>A1:50:35 IN  A1:51:12 OUT</p>	<p>(AZ SOT)</p> <p>AZ: You just can't help but be number and rendered speechless when you see something like this for the first time. Migratory animals, those are actually water buffalo down there. You can see them by the thousands drinking out of the water, and playing down there in the mud. The clouds rolling in over the lip of the crater. This is absolutely unbelievable. It's like nothing I've ever seen before in my entire life.</p>
<p>A1:57:13/ Pan Crater  (OR—A1:58:20)</p>	<p><b>(ANDREW VO)</b></p> <p><b>LET'S TAKE A CLOSER LOOK, SHALL WE?</b></p>
<p><b>POP UP SCREEN:  ASIDE FROM THE 25,000 UNGULATES (OR HERDS) OF ZEBRAS, GAZELLES AND WILDEBEEST, THE "BIG FIVE GAME" (RHINOCEROS, LIONS, LEOPARDS, ELEPHANTS AND BUFFALOS) ROAM FREELY.</b></p>	<p><b>(CRATER TRAVEL INFO—AZ VO)</b></p> <p><b>KNOWN AS A "NATURAL ENCLOSURE," THE CRATER ACCOUNTS FOR JUST ONE-TENTH OF THE CONSERVATION AREA, WHICH IS HOME TO ALMOST EVERY SPECIES OF AFRICAN PLAINS MAMMAL, INCLUDING THE ENDANGERED BLACK RHINO. ALSO, IT HAS THE DENSEST POPULATION OF PREDATORS IN AFRICA.</b></p>
<p>A2:02:28/ Driving shot of crater  A2:08:24</p>	<p>(AZ SOT)</p> <p>Broll</p> <p>AZ: This bowl right here is called the Seneto Depression, and out behind that, the Serengeti.</p>
<p>[MIGHT BE GOOD TO ACQUISITION CU VIDEO OF LIONS/ RHINOS, ETC]</p> <p>GO TO B2, B3 CAMERA TOO  A2:10:07/ AZ looking out car  A2:11:59/ Driving into crater  A2:14:44/ Pull out crater  A2:23:49/ Zebras (OR A2:29:37)  A2:24:28/ Dust car  A2:39:07/ Zebras/ Wildebeest moving  A2:25:38/ Hyenas (OR A2:54:50)</p> <p>A2:24:57  A2:46:57/ WS Rhino</p> <p>A2:51:49/ CU Lions</p>	<p>(DRIVING/ ANIMAL MONTAGE)</p> <p>(Andrew pointing to Animals, along the way)</p> <p>Broll  (AZ SOT)  AZ: See, when I told you it was amazing, it's amazing.</p> <p>Broll</p> <p>(AZ SOT)</p>

# Writing Portfolio for Johanna J. Vanderspool

<p>A2:54:21/ WS Hawks</p>	<p>AZ: I see gazelles. Broll</p> <p>(AZ SOT) AZ: Let's throw a sandwich over there.</p> <p>Broll</p>
<p>A9:01:10/ WS vehicle pulling up in front of tree/ exiting</p> <p>A9:01:32/ WS pulling things out of the box.</p> <p>A9:10:10/ MS opening up picnic basket</p>	<p><b>(ANDREW VO)</b></p> <p><b>IT'S MODERN SAFARI CULTURE THAT THE CAMP YOU ARE STAYING AT PACKS YOU A PICNIC LUNCH. TODAY, MY DRIVER GEORGE, A VETERAN SAFARI GUIDE, JOINS ME TO EAT.</b></p> <p>(QUICK SPEED OF THEM SETTING UP)</p> <p><b>IT'S ALSO WELL KNOWN THAT YOU NEVER KNOW WHAT YOU'RE GOING TO GET!...</b></p>

### 3. Marissa Gets MADE (MTV)—February 26, 2006

<p><b>MTV's MADE—Girly Girl</b> Written by Johanna Vanderspool</p> 	
<p><b>Voice Over/ Script/ Audio (A)</b></p>	<p><b>Video/ Footage (B) Cutaways</b></p>
<p><b><u>ACT 1 INTRODUCTION:</u></b></p> <p><i>MTV VO: Meet Marissa, an 18 year old college student at Michigan State University. She's an aggressive &amp; opinionated Tomboy with an appetite for messy foods, jockey shirts, smelly shoes, stains and dirty finger nails.</i></p> <p>[INSERT SOUND BYTE]</p> <p><i>But all this has got to change because her sister is going to get married. And, <u>Marissa</u> is responsible for the sophisticated &amp; girly bridal shower.</i></p> <p><i>In 6 weeks, can she become a lady in time for her sister's debutante party?</i></p> <p>[INSERT SOUND BYTE]</p>	<p><b><u>ACT 1 INTRODUCTION:</u></b></p> <p><u>Cut to B Roll:</u> [FS] We see Marissa's bedroom. [CU] Motorcycle poster. [FS] She throws food wrappers on the floor. [MS] She rubs stains off her shirt with her thumb &amp; spit.</p> <p><u>Marissa MOS clip:</u> [MS] "I'm the maid of honor for my sister's upcoming wedding."</p> <p><u>B-Roll continued:</u> [MS] She arm wrestles with the boys. [FS] She rummages through her closet, picks out a shirt, smells it and puts it on anyway. [MS] We see her watching TV, drinking a soda.</p> <p><u>Marissa with soda:</u> [CU] BURP! "Oh, yea, good stuff."</p>

# Writing Portfolio for Johanna J. Vanderspool

<p><i>Will she learn the difference between a frat party &amp; fine dining?</i></p> <p><i>Can she throw an elegant shower that is fit for a queen?</i></p> <p>[INSERT SOUND BYTE]</p> <p>[INSERT SOUND BYTE]</p> <p><i>Can she learn to wear makeup, dresses and commit to a morning &amp; nightly beauty regimen?</i></p> <p>[INSERT SOUND BYTE]</p> <p><i>Or will her anger being unmanaged?</i></p> <p>[INSERT SOUND BYTE]</p> <p><i>Will she be able to handle seeing pampered girly girls for the next 5 weeks &amp; NOT see her boyz?</i></p> <p>[INSERT MUSIC BYTE]</p> <p><i>Can she learn to walk in high heels and flirt at the same</i></p>	<p><u>B-Roll Frat Party:</u> [FS] We see a Frat party inside her dorm room. Cups &amp; drinks are flying up in the air, hip hop/ punk rock music in the background.</p> <p>INT RESTAURANT <u>Cut to Fine Dining Restaurant:</u> [FS] Establishing shot at fine dining restaurant with her Coach, learning the art of setting the table and catering. [CU] Marissa’s disgusted face. It is completely repelled. [MS] Marissa asks, “<i>Where’s the fries? What is escargot? I’m not ordering that!</i>”</p> <p>INT PARENT’S HOME <u>Cut to Lauren at table:</u> [MS] “<i>If you mess this up for me, Marissa, I won’t ever forgive you.</i>”</p> <p>INT BEAUTY SCHOOL <u>Beauty School:</u> [CU] At beauty school, Marissa pokes herself in the eye with mascara. “<i>Ouch!</i>” she says. [CU] Coach replies, “<i>John Keats said, and I quote- A thing of beauty is a joy forever.</i>”</p> <p>EXT SORORITY HOUSE <u>B Roll Sorority emblem:</u> we see signage or logo of sorority.</p> <p>INT SORORITY <u>Marissa’s New Regimen in Sorority:</u> [FS] In bedroom, Marissa wears a facial mask, painting her toenails, walks on her heels to put cucumbers on her eyes. Grunting &amp; sitting down, she tips over a coke, while grabbing the TV remote.</p> <p><u>Marissa’s Tantrum:</u> [FS] “<i>This _ucking sucks. Agghhhh!!!</i>” She has full on temper tantrum, messing up her hair, ruining her nails, and throwing cucumbers at the floor.</p> <p><u>Cut to B Roll Painting Dollies:</u> [MS] We see Marissa’s making girly posters with newfound Sorority sisters.</p> <p>INT MARISSA’S DORM <u>B Roll Watching Sex in the City:</u> [FS] Marissa’s forced to watch Sex in the City with her roommates. [CU] Marissa is slumped, clearly bored with her hand holding up her face.</p> <p>INT BEAUTY CLASSROOM <u>Cut to Beauty School Classroom:</u> [FS] We see the Class is only filled with women. Marissa looks around in surprise.</p> <p>INT FRATERNITY HOUSE <u>Cut to Sorority Girls:</u> [FS] We see Marissa &amp; sorority girls singing in a semi-circle, wearing dresses, makeup,</p>
--	---


# Writing Portfolio for Johanna J. Vanderspool

<p>time?</p> <p>[INSERT SOUND BYTE]</p> <p>[INSERT SOUND BYTE]</p> <p>Can she grab the attention of one single cute boy?</p> <p>[INSERT SOUND BYTE]</p> <p>And, will she find her dream date?</p> <p>[INSERT SOUND BYTE]</p> <p>Can she gain the respect from her roommates, family &amp; coach by becoming the ultimate Babe?</p> <p>[INSERT SOUND BYTES OF FARTING]</p>	<p>heels, holding flowers &amp; bouquets inside a fraternity house in front of boys. Marissa is highly embarrassed. She shuffles her feet.</p> <p>INT BEAUTY HALLWAY <u>Coach &amp; Marissa at Beauty School:</u> [FS] Marissa is walking up &amp; down in heels, wearing a corset dress. Coach says, “<i>Being a lady is more than just makeup, it’s about having grace.</i>”</p> <p>EXT MSU SIDEWALK <u>Cut to Falling on sidewalk:</u> [FS] Walking to her class &amp; wearing high heels, she trips &amp; falls. Marissa says: “<i>What the f_. Someone help me, please!</i>”</p> <p>INT NYC MALL <u>Cut to Mock-Fashion runway:</u> [FS] Marissa walks down the hall. The Coach has set up a mock red-carpet. Bystanders are watching her strut her stuff. Some people are pointing.</p> <p>INT SPEED DATING ROOM <u>Cut to Speed Dating:</u> [MS] Marissa is sitting with a boy across from her. She is trying to be ladylike, but is saying all the wrong things, i.e. “<i>Yes, I like hanging out with the guys, err, I mean girls, and...</i>”</p> <p><u>Boy Speed Dating:</u> [CU] Boy’s face is confused.</p> <p>EXT HOMECOMING GAME <u>Cut to at field:</u> [FS] Marissa is forced to stand among her other Sorority sisters, while dressed up in pink frilly dresses at the Spartan football game. She looks around at the entire stadium for any good looking boys.</p> <p><u>B Roll Stadium:</u> [FS] We see rows of smiling male faces.</p> <p>INT ALL BOYS HALLWAY <u>Cut to asking out Josh:</u> [FS] After not seeing Josh for 4 ½ weeks, we see Marissa approaching him to ask him out to the bridal party. “<i>I was wondering if you would come to my sister’s bridal shower as my date.</i>” [CU] We see Josh hesitates to answer, still shocked by her transformation.</p> <p>INT GUY DORM <u>B Roll Passing Gas:</u> [MS] We see Marissa wrestling fights with boys and passing gas.</p> <p><u>B-Roll, Roommates Disapproval:</u> [CU] Emily &amp; Amber shake their heads in disapproval.</p> <p>INT MARISSA’S DORM</p>
---	---

# Writing Portfolio for Johanna J. Vanderspool

<p>[INSERT SOUND BYTE]</p> <p>[INSERT SOUND BYTE]</p> <p><i>Or will she lose her cool and have hell to pay?</i></p> <p>[INSERT SOUND BYTE]</p> <p><i>How will she make the transition from tomboy to a cute doll-faced missy? On this episode of MADE, we will find out!</i></p> <p>[INSERT SOUND BYTE]</p>	<p><u>Coach Disapproval at Dorm:</u> [MS] Coach says to Marissa, “<i>You’re not trying hard enough. Are you sure you want this?</i>”</p> <p style="text-align: center;">INT PARENT’S HOME</p> <p><u>Lauren Disapproval:</u> [CU] says “<i>I have little faith in her.</i>”</p> <p style="text-align: center;">INT ART CLASS</p> <p><u>Cut to Marissa in Art class:</u> [FS] We see Marissa is wearing her pink dress &amp; high heels. She manages to get paint all over herself.</p> <p><u>Cut to Marissa’s Punishment- Cleaning:</u> [FS] We see Marissa forced to clean the bathroom &amp; dormitories. She’s wearing gloves, scrubbing the walls and making the bed. “<i>How did I get myself into this?</i>” she asks rolling her eyes.</p> <p style="text-align: center;">INT MARISSA’S DORM- Morning</p> <p><u>Marissa Meditating:</u> [MS] We see Marissa’s meditating on the floor. “<i>Hmmm, aaaahhh, yooooooooo, hummmm...Forget this,</i>” she says. She curls up and falls asleep.</p>
<b>MADE MAIN TITLES</b>	<b>MADE MAIN TITLES</b>

#### 4. Secrets of the Soul: The Investigators (Discovery)—June 18, 2007

SECRETS OF THE SOUL <i>The Investigators</i> Written by Johanna Vanderspool		
Time Code	SOS Image	SOS VO/BYTE
	TITLE CARD	TITLE CARD 
01:00:23:21	<b><u>INTRO:</u></b>	<b><u>INTRO:</u></b>  <b>VO</b> At the turn of the century, Dr. Duncan MacDougal of Haverhill, Massachusetts set out to prove the existence of the human soul. His premise was simple— if there was a measurable weight loss at the moment of death, he believed it could only be explained by the soul departing the body.
01:00:46:04		<b>VO</b> Dr. MacDougal recruited several tuberculosis patients who were near death. He put them in beds on top of an elaborate platform scale set up in his office. He weighed all their clothing and bedding, subtracting that figure from the patient’s weight. The mattress, weighed separately, would account for any substances released by the patient.
01:01:10:23		

## *Writing Portfolio for Johanna J. Vanderspool*

01:01:21:09		<p><b>VO</b> As a control for his experiment, Dr. MacDougal euthanized fifteen dogs to see if they would also lose weight when they died.</p>
01:01:39:00		<p><b>VO</b> The evidence MacDougal was looking for came with the death of his first patient.</p>
01:01:50:16		<p><b>VO</b> By his calculations, when a patient died, he lost exactly three quarters of an ounce, or twenty-one grams.</p>
01:02:05:13		<p><b>VO</b> As further proof that the missing grams could only be the soul, MacDougal's research indicated the dogs did not lose any weight coinciding with Christian beliefs at the time that animals did not have souls.</p>
01:02:15:19		<p><b>VO</b> Dr. MacDougal's attempt to weigh the soul has long since been dismissed due to the small sample size of patients and crude nature of his measuring devices.</p>
01:02:25:00		<p><b>VO</b> Nonetheless, he published his findings. As a result, the idea passed into popular culture. The soul weighs twenty-one grams.</p>
01:02:43:24		<p><b>MOS DENISE:</b> I do remember one time reading that they had taken people and they weighed them precisely before they died and then they weighed them again after they were dead immediately and they found that there was just a very small miniscule weight of their body missing.</p>
01:02:54:03		<p><b>ASLAN INTERVIEW:</b> The idea is that if the soul exists then it must have some kind of material aspect to it. So it could be measured, it could be weighed in some sense.</p>
01:03:16:01		<p><b>VO</b> Bodies of research are developing around medium-ship, re-incarnation, near death experiences, and the study of consciousness which may provide insight into the survival of the human spirit. Can the existence of the soul be confirmed through these scientific pursuits? People of faith have varied views about science's role in soul searching.</p>
01:03:23:26		
01:03:37:00		<p><b>SHAMSI INTERVIEW:</b> Anything we can do scientifically must be done. Because again God has given us a brain to be used.</p>
01:03:44:27		<p><b>FATHER RUIZ INTERVIEW:</b> There isn't even any point in trying, because what science is looking for and what faith is looking for are in fact two very</p>

## *Writing Portfolio for Johanna J. Vanderspool*

01:03:57:27		<p>different kinds of objects.</p> <p>ELLERBY INTERVIEW: I think that science can explore what the soul is and I think we will find incredible things.</p>
01:04:18:24		<p><b>VO</b> Scientific research into the soul dates back to before the Age of Enlightenment. But it was during the Renaissance that researchers began exploring the soul through experimentation with the body.</p>
01:04:40:04		<p><b>VO</b> The seventeenth century philosopher and scientist Rene Descartes advanced a theory of duality. He said that the soul was separate from the body and would continue to exist after physical death. He went so far in his research as to identify a gland in the brain that he believed was the “seat of the soul”.</p>
01:04:44:21		<p><b>VO</b> In the same century Sir Isaac Newton conducted experiments to determine whether what we see might actually be controlled by the soul. Using a bodkin or small dagger inserted into his eye socket, he manipulated his vision and theorized that perception may be linked to our inner spirit.</p>
01:04:48:09		
01:04:50:15		<p><b>VO</b> What the soul is and how it operates continues to stimulate discussion.</p>
01:05:03:07		<p>MOS LIZ: I believe there is an afterlife, and I believe that is where the soul then dwells.</p>
01:05:17:26		<p>MOS JU-KOOM: It is the spiritual thing that which we don’t see.</p>
01:05:27:13		<p>MOS CHERYL: I believe the soul is that part of us that lives eternally, and during each incarnation it evolves into new levels of experience and new levels of awareness.</p>
01:05:36:23		<p><b>VO</b> In 2004, molecular biologist Dean Hamer suggested these very beliefs are the result of genetics, that we are hardwired through our DNA to believe in a soul because of what he called the “God Gene”.</p>
01:06:01:12		<p>ASLAN INTERVIEW: This gene that compels human beings to look for meaning outside of their existence, outside of their material realm.</p>
		<p><b>VO</b> Some scientists have experimented with the so-called God helmet which stimulates the temporal lobes in order to induce a religious</p>

## *Writing Portfolio for Johanna J. Vanderspool*

01:06:24:18		experience.
01:06:31:04		<p><b>SHERMER INTERVIEW</b> It has solenoids, electro magnetic solenoids, on the side of the helmet, and it bombards your temporal lobes with these magnetic fields. And the idea is that you can stimulate externally or artificially the neurons to fire and see what happens and under those conditions people do report having out of body experiences, near death experiences so that indicates that there are neurological reasons for why people believe in God and the soul.</p>
01:06:47:03		<p><b>KRIPPNER INTERVIEW:</b> Some of them think that the soul survives as a form. The part of the personality survives. Other people talk about field, an energy field of some sort. The soul goes to a blissful state like nirvana, or it goes back to the source of all things.</p>
01:06:52:09		
01:07:05:12		<p><b>VO</b> The idea of survival of consciousness is one way that science is using to explore these questions.</p>
01:07:09:17		<p><b>KRIPPNER INTERVIEW</b> Most of the scientists who study consciousness today simply do not accept the notion of a soul or anything that survives. Now the few who do think that there might be something to the soul see the soul as a part of consciousness.</p>
01:07:32:17		<p><b>VO</b> To many, the soul and consciousness have become fused into one thing.</p>
01:07:46:13		<p><b>ASLAN INTERVIEW</b> While the soul may be the same thing as consciousness, simply understanding the mechanism through which consciousness works is not necessarily an explanation of the soul.</p>
01:08:00:26		<p><b>VO</b> Some believe in a soul that is not based in religious thought.</p>
01:08:13:18		<p><b>SHERMER INTERVIEW</b> I define the soul as a pattern of information that represents our self, our being, our essence. It's our neural connections, our neural networks that store our memories, our personalities, who we are. I think It's just a by product, just the fact that we can even think about it. And maybe there is some emotional comfort in believing that as well.</p>
01:08:28:11		<p><b>VO</b> In 1987, neuroscientist Dr. Michael Persinger, suggested that humans evolved this way because awareness of mortality was too overwhelming and without the comforting thought of an afterlife.</p>
01:08:37:21		<p><b>ASLAN INTERVIEW:</b> The more that science begins to delve into the realm of the spirit world, the realm of religion, the more it tries to, essentially, explain</p>

## Writing Portfolio for Johanna J. Vanderspool

01:08:44:09		<p>the religious impulse through scientific means.</p> <p><b>VO</b> While there is no consensus that the soul is consciousness, the survival of consciousness hypothesis remains the most clear path for scientists to prove the soul's existence.</p> <p><b>KRIPPNER INTERVIEW</b> Survival of consciousness is something that can be checked out through study of mediums, through what we call past lives, reincarnation and it can be checked out through near death experience.</p> <p><b>VO</b> Among those searching for the soul is medium Mark Bettano. He hopes to connect to deceased loved ones and to teach others to make contact.</p> <p><b>BETTANO INTERVIEW</b> A medium is a doorway, for spirit to reach those who are still here on the physical plane.</p> <p><b>VO</b> If mediums can communicate with the spirits of the dead could this be evidence of the existence of a soul?</p>
01:08:51:16	<b>COMMERCIAL BREAK</b>	<b><u>COMMERCIAL BREAK</u></b>

# *Writing Portfolio for Johanna J. Vanderspool*

## **FICTIONAL & RE- ENACTMENT SCRIPTS**

### **1. *The Anti- Cupid* (feature film): a scene**

*The Anti- Cupid*

Written by Johanna Vanderspool

April 25, 2006

INT. BEDROOM- NYC STUDIO APT- NEXT DAY

Pizza boxes and stale beer are spread across the apartment. David is yet again on his couch, face down. The door bell rings. It is his divorced but dating Mother, Harriett (60). With a bit too much make-up, she wears gaudy clothing and plastic flashy jewelry for a woman her age. This is typical for a Staten Island native. Despite her eccentricities, she is quite pretty.

David doesn't move from the couch. Harriett opens the door herself. She is carrying groceries.

HARRIETT

David, I'm here. Why don't you answer the door for your pretty Mother? Look what I found taped on your door, a letter from your landlord. Ugh, oh. Looks like it's for an outstanding debt.

Seeing the mess, Harriett sets down the groceries and heads straight to the curtains.

HARRIETT

What's going on here? It's 3:00 in the afternoon. Hey, David! You know, it's dark in here. You really need to get some Vitamin A and you can get that from the sun. You hear me?

(Going over to David, poking him)

You better talk to me. What an ingrate. I have a son that doesn't even know I exist.

DAVID

(Exasperated)

All right, Mother. I hear you, but you have to stop coming over here without notice. What if...what if, you came over and there was a girl here?

HARRIETT

(Rolling her eyes)

Oh yea, right...so what's the big deal. It smells like death in here.

DAVID

If you must know and to stop you from nagging me any further, I lost another job and Vicky left me.

HARRIETT

What?? Vicky left you?? What did you do?

DAVID

She didn't like the hotdogs I bought her, I guess.

Harriett gives her son a don't-bullshit-me look.

## *Writing Portfolio for Johanna J. Vanderspool*

DAVID

I dunno know...okay, so whatever. She thinks I'm a loser.

HARRIETT

Well, you are sweetie.

David surprised by her response, rises on the couch.

HARRIETT

Okay, but you're the sweetest loser on Earth. And, people should take note of that. If Vicky can't see that, well...I'm just going to have to call her to sort this thing out.

(Rising to her feet)

DAVID

(Pulling her back on the couch)

No, Mom. Stop! The thing is, she's right. I have no idea what to do with myself. I can't give her what she wants.

HARRIETT

Well, that's the spirit!

(Beat)

Look, Vicky's good for you. You have to get her back you know.

DAVID

She's with someone else.

HARRIETT

(Ignoring him)

Who'll ever see what you truly are besides me and her? I mean, come on, David. You're-- underdeveloped, but she sees something in you that is kind...even good.

DAVID

Obviously, she doesn't. And, Mom, you're supposed to tell me there are other fish in the sea or some stupid crap like that.

HARRIETT

But, you had something invested. It's like you took your nesting egg and squashed it. Why would you do something like that? You been together since high school--

DAVID

We weren't together until recently, Mother. She was just a friend before.

HARRIETT

Well, that is hogwash. I just don't think you have thought this through. All those years, David!

DAVID

Like all those years with Dad?

HARRIETT

(Startled, turning cold)

How dare you mention your father at a time like this. It was different for us, you know.

# *Writing Portfolio for Johanna J. Vanderspool*

(Beat)

Obviously, this isn't the time to talk.

(Rising to leave)

I've left you groceries on the table. I'll leave them for you to put them away.

DAVID

Oh, come on, Mom. Don't leave. I didn't mean to...

The door slams shut. David is alone. He goes over to the refrigerator and grabs a pack of beer. He ignores the groceries and slinks back into his couch.

DAVID

(Chugging his beer)

I'm bankrupt on life.

He throws back his head and closes his eyes.

END SCENE

## **2. Secrets of the Soul: Re-enactment script of *Sam, The Reincarnated Boy***

*SAM, THE REINCARNATED BOY*

written by Johanna Vanderspool

April 3, 2007

START RE-ENACTMENT

INT. LIVING ROOM

MR. and MRS. TAYLOR, a young couple in their mid 30s, sit sorting through a box of pictures. No other pictures adorn the room.

Just then SAM, their haughty 5 year-old, runs into the room with a toy plane. While making zooming noises, he flies the plane close to his mom and sees the picture of an old 1949 Pontiac she is holding.

SAM:

Mommy, where did those come from?

MRS. TAYLOR:

These are pictures Daddy brought back from Grandma's funeral.

SAM: That's my car!

Mrs. Taylor looks up in interest.

MRS TAYLOR:

Your car?

SAM:

Yeah. That's mine.

Sam runs on. Mrs. Taylor looks to her husband. She shows him the picture.

## *Writing Portfolio for Johanna J. Vanderspool*

MR TAYLOR:

That was Dad's first car he ever owned. He used to talk about it all the time.

Mrs. Taylor looks at him bemused and surprised.

MRS TAYLOR:

Sammy, come talk to Mommy.

MR TAYLOR:

It's just a coincidence.

MRS TAYLOR:

I just want to ask a few questions.

Sam runs into the room and climbs on his mom's lap. He looks down at the pictures. Mrs. Taylor grabs a picture of a middle-school class and puts it in front of her son.

MRS. TAYLOR:

(testing him) Do you recognize anyone in this photo?

Sam scans the picture for a second before his finger shoots out again.

SAM:

That's me!

The photo is worn, black and white and from a different era. He points to a young boy in the middle of the picture.

MRS TAYLOR:

Sammy, that's your grandpa when he was a boy.

Sam points again.

SAM:

(emphatic) That's me!

Mr. Taylor is tired of this silliness.

MR TAYLOR:

Sam, you are not Grandpa. Grandpa is dead.

SAM:

I know. I died and I shot up to heaven. God gave me a ticket that let me come back down to earth.

MRS TAYLOR:

God gave you a ticket?

SAM:

Yep!

His parents look at each other perplexed.

Sam jumps off his mom's lap and runs back into the kitchen. Mrs. Taylor gets up to follow Sam.

MR TAYLOR:

## *Writing Portfolio for Johanna J. Vanderspool*

Don't encourage him.

MRS TAYLOR:

Your father died a year before Sam was even born! How could he have picked him out of that picture?

MR TAYLOR:

My dad is dead, that is that.

MRS TAYLOR:

I just think we should try to find out more.

Mr. Taylor gets off the couch and trails behind her re-examining the photograph.

INT. KITCHEN

Sam is in his PJs eating cereal. Mr. Taylor sits near Sam. Mrs. Taylor is setting down plates of food on the kitchen table, walking back and forth between the table and the kitchen sink.

MR TAYLOR:

Sam, tell me something.

SAM:

Can I go play outside now?

MR TAYLOR:

In a bit. When Grandpa was sick, back before you were born, there was only one thing he could eat. What was it?

SAM:

Milk-shakes!

MRS TAYLOR:

That was it! Your mom used to make him those milk-shakes to help him take his medication.

MR TAYLOR:

You make him milk-shakes too, he's just confused.

SAM:

Grandma used to make them with that!

Sam points across the room at the Food Processor.

MRS TAYLOR:

No honey, we make milk-shakes with the blender.

She points to the blender.

SAM:

Nope. Not grandma.

MR TAYLOR:

He's right! My mom didn't have a blender. She used to make milk-shakes in a food processor.

## *Writing Portfolio for Johanna J. Vanderspool*

They both look at Sam who is happily eating. Mrs. Taylor takes a seat at the table.

MRS TAYLOR:

Sammy, can you remember anything about your family when you were grandpa?

SAM:

What do you mean?

MRS TAYLOR:

Do you remember you mom or your dad or your brothers or sisters?

SAM:

They turned my sister into a fish!

MRS TAYLOR:

Who did?

SAM:

Some bad guys. She died.

Mrs. Taylor is shocked and perturbed.

SAM:

Can I be excused now! PLEASE!

MRS. TAYLOR:

Sure honey, go ahead.

Mrs. Taylor looks at her husband. Mr. Taylor is shifting uncomfortably.

MRS. TAYLOR:

Well?

Sam runs around them and then runs out of the room with his airplane.

MRS TAYLOR:

Did your dad have a sister?

MR TAYLOR:

No, no sisters.

MRS TAYLOR:

(disappointed) Oh.

MR TAYLOR:

No wait, He did have a sister. She died young.

MRS TAYLOR:

Died young?

MR TAYLOR:

Her husband killed her after they were married just a few years.

MRS TAYLOR:

That's awful.

## *Writing Portfolio for Johanna J. Vanderspool*

MR TAYLOR:

You don't know the half of it. He rolled her body up in a rug, threw it in the ocean.

MRS TAYLOR:

Like a fish?

They give each other a concerned look, as Mr. Taylor grabs her hand.

END RE-CREATION

# *Writing Portfolio for Johanna J. Vanderspool*

## **SHORT FORM/ INTERSITIALS**

### **1. Larry King Live Interstitials—November 9, 2007**

#### **Larry King Banner: Rachel Ray #1: (36 characters)**

COOK-HOOK RACHEL RAY AND THRIFTY SUZE ORMAN

#### **Larry King Open: Rachel Ray 0:15 SEC PROMO**

Sizzling hot Rachel Ray dishes out cooking tips but also spills the beans about gal pal Oprah. And right before the holidays, Suze Orman reveals ways to a tighter checkbook. Can their secrets help save you this Christmas? Find out tonight on Larry King Live!

#### **Larry King Banner: Iraq/ McCann/ Cafferty (40 characters)**

TROOP CUTS 2008? MISSING MCCANN & CRANKY CAFFERTY

#### **Larry King Open: Iraq/ McCann/ Cafferty 0:15 SEC PROMO**

US troop reduction, in Iraq? Senator John Kerry, Anderson Cooper and more debate on General David Petraeus's controversial House testimony. And learn the latest news on missing Madeleine McCann. The inquest begins with forensic specialist, as her parents speak out as new suspects. Coming up next on Larry King!

#### **Larry King Banner: Alberto Gonzalez (41 characters)**

SCANDALIZED ATTORNEY GENERAL GONZALES RESIGNS

#### **Larry King Open: Alberto Gonzalez 0:15 SEC PROMO**

Why did Attorney General Alberto Gonzales really resign? Over a perjury scandal? Or tongue tying from the White House? Too much heat under the robe, Gonzales exits his post. His take, his confession. An exclusive interview. Next on Larry King Live!

#### **Larry King: Britney Banner (34 characters)**

- 1) ADDICTED CELEBS, TOXIC FORMULA IN HOLLYWOOD?
- 2) ADDICTED CELEBS, RECOVERY POSSIBLE?
- 3) DRUG INDUCED CELEBS, RECOVERY POSSIBLE?

#### **Larry King Open: Britney 0:15 SEC PROMO**

Singer of "Toxic" Britney's drug induced life, are there plans for recovery? Kevin speaks out, as former addicted celebs share their harrowing rehab stories. Experts join to sober up the discussion.

# *Writing Portfolio for Johanna J. Vanderspool*

## **BLOGS**

### **1. Yes we can...**

**Yes we can...**

**Johanna Vanderspool**

**November 4, 2008**

The overwhelming credence tonight was the simple phrase "Yes we can." It is reminiscent of John F. Kennedy's 1961 speech "ask not what your country can do for you - ask what you can do for your country."

President Elect Barack Hussein Obama, the 44th President of the United States, inspired the nation tonight in a remarkable motivation declaration, reminding voters that they have the power to change history and to partake in the empowerment within themselves. Like the little engine that could, Obama came to victory not because he is a strapping young man but because he is a good man. Unifying this polarized and cynical country was his impresario. With the US economy in shambles, our alliances weakened, war still-at-large and voters largely disenfranchised, he is coming upon a mountain of issues. The odor of Washington corruption still lingers in the air, as Mr. Bush has until January 20th to clear out his desk. But there is a new scent in town. It is as sweet as honeysuckle, but as strong as lavender. From the windy city as its core, the fragrance spread from sea to shining sea. Its linguistic term is called Hope. It is called Vision. It is called Promise. In the days to come, it will be called Action.

The most memorable part of Obama's humble speech came when he confessed that we may not always agree, but he would listen most importantly on what we disagree on. It is a reminder that it is our patriotic duty to question our elected officials, and an honorable man should listen. With this I hope, the media will return to reporting the news confidently, raising the bar on ethical journalism, and investigating dubious matters that are vital to maintaining an honest democracy.

As for Senator John McCain, he was gracious and classy. He delivered a fine speech that urged his constituents to unify and collectively give Obama their support. McCain has proved that he is equally in love with America and that is easily seen. And if anything could be said about this evening, it was all about the love for this great country.

America is not easy. We're young, large and diverse. But we're brave. We've been known to take two steps forward and one step back. Yet today, we took one giant leap for mankind, setting racial barriers aside. It is these pivotal moments that charge us as a nation; that bring spirit to our step; that re-awaken memories of why we fought to be free. Let's keep our pride in check but keep it close to our heart.

I am proud to call myself an American. Can I live up to what it means? Yes. Yes. Yes, I can...

# *Writing Portfolio for Johanna J. Vanderspool*

## **2. Tropic Thunder—A film review**

**Tropic Thunder, a laugh riot**  
**Johanna Vanderspool**  
**September 4, 2008**

When most films today follow the PC ordinances of the time and shy away from pushing the envelope, *Tropic Thunder* takes full aim toward the hypocrisies. What makes this film so great, not because it's hysterically funny, is that it targets everything that Americans hold dear (at least in terms of our one and only commodity-- entertainment). Politically charged, it's a statement on race relations, homosexuality, celebrity adoption and historical stupidity. Black or white it plays on America's insecurities, trivialities and arrogance.

Essentially at the story's core, it's a satirical film about the Hollywood industry. It presents 5 absurdly goofy actors that are entirely self-absorbed that find themselves in a very dangerous unscripted situation. Never really knowing or trusting that they've been left without the support of a behind-the-scenes crew, the hysterics come from their internalized struggles of Hollywood success, box office competition and general idiosyncratic psychoses. Paired with self-serving studio executives and agents, this film spares no one to ridicule. Although the film's over-the-top action and pratfall sequences can be seen as sophomoric and boorish (even going so far as crude at times), it's making a statement about the absurdity of the million dollar expenses going into making Hollywood films.

But it's the subtleties (and there are many) that make this film worth watching. Nick Nolte plays the hack author of this Vietnam-based "real-life" story where he is not actually what he seems to be. And neither are Robert Downey Jr. and Tom Cruise. Mr. Downey, deeply in character and going to the extreme of being politically incorrect, single handedly takes this movie from B-level to A. His comic timing and subversive wit will have you wearing out the rewind button on your DVD player. Going from an Aussie to an American Black man, Downey is convincing as a deranged method actor among all the chaos. Often offending the true Black man on set, played by newcomer Brandon T. Jackson, he is successful in presenting how far we've come to joking openly about race relations in this country. Meanwhile Mr. Cruise, completely out of character from those hero roles he regularly chooses, plays a spitfire self-serving bastard executive. And he plays it with such fun pizzazz. Look into Tom's past credits (*Collateral*, *Magnolia*, *Interview with a Vampire*, *Vanilla Sky*) and you will find he plays villains and the antagonist so very well. For being so under-appreciated for his acting range and criticized at his own idiosyncrasies, this movie is a gesture of poking fun not only of himself but also reaffirming why he's the biggest box office grossing actor in the world.

And what about the director Ben Stiller? Although not one of my favorite performers, he wrote, directed, produced and starred in this film. Quite a feat for the man usually playing it straight or simply falling over his own two feet. Although the story is so much more involved (and evolved), he's largely written a buddy movie. And like *Lethal Weapon*, he's bundled together action, wit and male bonding into one grand and

# *Writing Portfolio for Johanna J. Vanderspool*

yummy Sloppy Joe.

Tropic Thunder is a close second to my favorite film of its kind, Bowfinger. I hope you take this pleasure trip and find it as enjoyable as I have. Kudos to all those who put forth the effort toward this truly funny and smart comedy.

### **3. What Kerry Should Do to Win The Presidency**

#### **What Kerry Should Do To Win The Presidency**

**Johanna Vanderspool**

**July 22, 2004**

I've been thinking about what Kerry needs to do to win this election:

He needs to focus on a key theme (at most two, one for foreign policy and one for the economy). This key theme should be "Time to Get the Terrorists" (hopefully, something more eloquent and less vague than "The War on Terror"). He should argue for more aggressive military/police/CIA action in Afghanistan/Pakistan, where Al Qaeda is, and for more aggressive domestic security measures. Since we are already in Iraq, on fictitious and corrupt terms, moving the War on Terror to where the true fighting needs to be (even though fighting a war on terror is an impossible feat, especially without diplomatic conversations), would be a better stance for Kerry.

He should emphasize that our "go it alone" approach in Iraq has drained critical resources from bolstering our anti-terrorism and domestic security measures. He should imply that one of the benefits of having our allies go along with us in Iraq (and elsewhere) - through better diplomacy, less willingness to jump into a unilateral military approach, etc. - would have been that our allies could have shared some of the resource burden which we now unfortunately bear alone.

Hammering on this theme would accomplish a number of things. One, it would distinguish Kerry from Bush on the anti-terrorism front. A May WSJ/NBC poll question "Was removing Saddam Hussein from power worth it, yes or no?" yielded the following responses:

All voters - yes 40% no 51%  
Republicans - yes 72% no 18%  
Democrats - yes 14% no 80%  
Independents - yes 29% no 59%  
Swing Voters - yes 26% no 64%

So the "Time to Get the Terrorists" position would appeal to the critical swing voters as well as energize the Democratic base (much like Dean's early opposition to the Iraq war did). Two, it would improve Kerry's chances of "connecting" with the voters. Kerry is often perceived of as cold, distant and intellectual (sound familiar Gore?). This is a tough perception to have if you are trying to emphasize with the plight of middle class families. It also doesn't help that he's the once-divorced husband of a rich heiress. But the "cold" perception can be transformed into "tough" if you recast Kerry in the role as commander in chief. He's a war hero. Sure, he's distant, but that reflects toughness. Kerry can say he will be the tough AND intelligent (in contrast to Bush) anti-terrorism leader. Third, hammering on a few themes will help dispel the image of Kerry's being a "flip-flopper". Fourth (and finally), if Kerry focuses more on "Time to Get the Terrorists", it will leave Edwards more of a role to talk about domestic issues and middle class angst. This is right up Edwards' alley. A bonus benefit would be: every time the Bush administration issued a terror warning or monkeyed with the terror alert level (like in the recent past two weeks), it would remind people that all the Iraq business has not eliminated the terrorist threat.

# Writing Portfolio for Johanna J. Vanderspool

## 4. Poll Numbers: What Do They Mean?

### Poll Numbers: What Do They Mean??

Johanna Vanderspool

September 9, 2004

What is this lethargy and sense of defeat I am seeing and hearing from veteran Democrats and newly reformed Republicans? One woman this morning, upon seeing my Re-Defeat Bush button, remarked, “*You know he’s gonna win, don’t you? I mean, I’m by no means a Republican, but he is going to win. Have you seen the polls? He was chosen to win many years before he even ran. You know that, don’t you?*”

Generally speaking, I usually block out the rest of the conversation after “he’s gonna win, don’t you know,” because it has been a growing and annoying theme. Where is this movement coming from?

My girl friend, Martha, and I discussed the influence polls have on the American viewing (or listening) public. I believe that polls are not useful in any public way, although they are important directly to the candidates to alert them on their outward position. In fact, they confuse the public. We are bombarded by too many signs, signals, advertisements and numbers. We need to focus on the numbers that count, like the 1,000 soldiers currently killed in military action in Iraq. You can go to MSNBC, FOX, NBC, CNN, The New York Times and various other media outlets to vote on which candidate you think will win this November’s election. How can they all be correct? Exactly. They’re not. Yet, polls DO influence the public, especially when they are sent out by an admitted partisan media company, such as the right-wing conservative, Bush pushing Fox News Channel. The undecided voters see the polls as favoring one candidate over the other. It is known psychology that people enjoy picking winners. Very few people gravitate towards the underdog. These undecided voters suddenly take a new interest in the “perceived” winning candidate without much self-knowledge, reason and examination of the issues. To be blatantly honest, humans are lazy. If numbers are easier on the brain to take in than verbal communication about issues, people will choose numbers as long as they are elementary. And polls are just that... for the brainless and elementary. My fear is that Bush’s “bounce” is considered a sweeping victory for the election, when it is not.

CNN is covering the polls with more extensive review by educating viewers on what they mean. For instance, the current Public Poll is that Bush is winning by 52%, over Kerry’s 41%. However, the Electoral Polls (which, as any educated voter knows is more important) indicated that **Bush is ahead by 1% at 48% to Kerry’s 47%**. Both polls have a margin of error +/- 4%, meaning that **neither candidate can call the election his**. If you remember the 2000 election (unfortunately, I do), you will recall that the Al Gore won the popular vote by 500,000 votes in Florida, but ultimately the Electorate vote went (corruptly) to George Bush. I believe Poll discussions by either newspapers, magazine, TV, or cable, should be a matter of journalism ethics. We all know how wrong or incorrect media coverage can influence an election. Do you remember Fox’s pre-ejaculated announcement that Bush had won? Suddenly with Fox’s false news, all the other media companies jumped on the fabricated story... only to realize their blunder much later. If you need a refresher course, rewind your Tivo by 4 years, call your news station for video tapes or see the documentary “*Outfoxed*.”

Simply put, the announcements of these poll numbers have deflated one party and conjured up a false sense of hope for the Bush campaign. If a media outlet wants a real discussion of issues, they would not fall back to a wimpy coverage of the campaigns by meaningless polls, which in turn twist public opinion in a false and unintelligent way. I’ve had a big beef about American media for a very long time. We need reformation, but it will not come quick enough. Nor will it be done by this administration, which directly has alliances with CEO and top level executives of such media companies as The Wall Street Journal, PBS, and Fox. What can be done NOW is to summon your energy, galvanize our Democratic party, and keep steady... or as Bush would inexorably say, “keep our resolve.” - Johanna

# *Writing Portfolio for Johanna J. Vanderspool*

## **5. Brokeback Mountain Review**

### **Brokeback Mountain Review**

**By Johanna Vanderspool**

**February 8, 2006**

I have never been one for trends. The moment something comes out and everyone says "it's a must see or must have," completely turns me off. Why would I want something that so many people have? Or see something so trite and usually very hackneyed? Can I keep my individuality for just one moment??

However, in regard to *Brokeback Mountain*, I yearned to see it. The buzz was too motivating and subject matter forcibly captivating. I finally saw it last week. It kept me awake all night, thinking about the definition of love and wondering if I knew what it meant. It provoked me to fight for human rights. The melancholic love story struck a chord so deeply that I found myself weeping for two fictional characters for two hours after the film. It still resonates within me, so I knew I had to tell you all about it.

Jake Gyllenhaal and Heath Ledger were absolutely mesmerizing in their roles. They play two cowboys in a secrete love affair that spans over a few decades. Yes, it's the gay cowboy movie, but more than that...it is an enduring love story, full unspoken passion and desire. The main characters could have been heterosexual men but have had the same appeal and amount of adoration and esteem for each other. Yet, it is also a tragic story, twisted with bitter sweet foreshadowing. Both men unravel because society enforces unhappy rules against them. They are essentially "broken characters." In 1960, self-righteousness was prevalent, as it is today. It certainly was not a gay man's sexual revolution. Presently, we might be more tolerant and accepting of gays and lesbians in our bigger cities, but homophobia is rampant across the South and Mid-West. I have always supported gay marriage because no one knows God's bidding and what is truly "right." But, I digress.

When a society discriminates and restricts its citizen's from happiness, all lives are wrecked. Heath Ledger's character, Ennis Del Mar, never admits his love for Jack. He tries to deny his passion and keeps his heart at a distance from everyone around him, including his wife and daughters. At one point, he even blames Jack for being gay. Whereas, Jake Gyllenhaal's character, Jack Twist, accepts being gay and as a substitute for Ennis's absence pursues other men. He openly tries to convince Ennis to move in together and start a ranch. Although he is also married, Jack accepts society's values and works around them. He is ultimately a happier man, until society breaks him with a good ol' fashion bludgering. When Jack died, Ennis may have lived, but he died that day, too. Yet, he finds some redemption. From this violent ending, Ennis finally learns to openly love the ones around him.

I can't say enough about this film. It is simply brilliant, divine, elegant and revolutionary in story telling. The cinematography and art direction also make this movie worth seeing. Additionally, Michelle Williams and Anne Hathaway express themselves honestly as heartbroken wives, but their roles are almost insignificant in comparison to the main character's angst and drama. Every cast member honored the integrity of this film and storyline.

Please see it...even if you are an Evangelical Christian heterosexual male, taking steroids, cocaine, viagra and own two guns. My cookie-cutter friends loved it and were astonished that they were in tears over a male romance. I am sure even Steven Segal and Quentin Tarantino would appreciate this magnetic story. Congratulations to Ang Lee. He surpassed himself. Now hopefully, our society will learn something valuable too...acceptance and love.

# *Writing Portfolio for Johanna J. Vanderspool*

## **POETRY**

### **1. The Boat**

Murky waters abounded  
But coaxed was I to come on board  
The boat was striped with confidence  
With colors mounded so bright they roared,  
So we paddled out to a hazy blue-green sea  
Beyond the familiar shores.

The oars were in the navigator's hands  
But a wind drifted us there  
To set the vessel floating...to nowhere.  
Then shaken by the stirring sky  
His paddles fell out of care.  
A blatant disregard for the weather  
That seemed so lovely at first  
Was just a tether, limiting the tryst.

Yet, I did not lose my grip  
Holding onto my paddles, I started to row.  
Eager to muster the courage  
For this voyage I yearned to go.

Row, row, row the boat, I demanded.  
I was the only one paddling two handed  
Left exhausted, without the required flow,  
Seasick, I dived out and watched  
The feathered boat slip away without a tow.

*Johanna Vanderspool*  
*August 12, 2008*

### **2. I Wish I Had A Monkey's Heart**

I don't know what a monkey's heart would feel like, but I wish I had it all the same. Being too human, only that 1% genetic difference, wouldn't make it inhumane. It could possibly make me better. Reason is no conception. It still doesn't stop me from the fetters.

I don't really care which kind of heart I get: a chimpanzee, gorilla, or flying monkey. I just want one that is smaller than what I have now. Unlike my humanity, I'd be free as a child wowed. Just to be primitive is for me. I don't want to know equations. Or science or philosophy. I have no desire for literature or solving life's greatest mysteries. I just want a monkey's heart, do you hear my plea?

Why won't anyone get me a monkey's heart? As the news reports, we can now clone babies. We can do most transplants, so technology can make this be. Sure it might not work very well, as someone may very well retort. But that's not the point, you see. If I could only have a smaller heart, then the pain would not be as severe. It would be not something I would fear. It should be decreed in the court of law, that I should get a monkey's heart, maybe for a small price or fee?

## *Writing Portfolio for Johanna J. Vanderspool*

In fact, give me also a brain that comes from a chimpanzee. Of course they are smart and learn to read. A silent language they learn, but mostly they are free. Not enough intellect to attempt to control. My heart doesn't allow it to dictate, already so. That's why I need a smaller heart, one that does not bleed. Bleeding comes from the core of what I cannot own.

Why can't I have a monkey's heart put inside of me? Please, please, please, dear sir, let it be! It's only because this pain I wrought is something I cannot let go. My reason has brought it to me that it is from this very heart I own. You should heed my request and execute in action, because it will only be for your protection. You won't needlessly see me rot in pain, because I will be utterly biologically sane...only after you give me a monkey's heart I won't complain. Will you include a monkey's brain?

*Johanna Vanderspool 11.27.02*

### **3. Down By The River**

Down by the river  
Hudson's waters wave to me like a stranger  
A passerby I will not own,  
I only float along the surface.

Down by the river  
Your edge is so cold.  
Memories are foreign and ancient  
Like a distant country with strange tongues.

Down by the river  
Melancholy coats the coast  
Sun-drenched in sunset  
Running, I remember.  
Racing, were we not?  
Fleeing, I feel better.

Down by the river  
Wanted to make love to the open sky.  
Boisterous laughter shaking inside.  
My partner in lies still untold and unsure  
Pimpled adolescents, seeing through mirrors.

But

Down by the river  
You kept me so raw  
Like oysters with pearls  
Lost jewelry in sand.

Down by the river  
Is where I loved you most  
Is where I left you  
A shadow, on the dock in the sun.

*Johanna Vanderspool  
May 22, 2003*

## *Writing Portfolio for Johanna J. Vanderspool*

### **4. The Emperor**

Lips, mouths caress in the abyss of night  
Passions rolling on heavy white sheets,  
Clenching hands grip glistening bodies  
Tones uttered, bouncing off walls and boom,  
This is sex  
You are my lover.  
Casual is one word to you  
Another to me  
Terms not quite defined but thrown asunder  
Happy to hold you, a limited time  
Wanting to know you  
is handled like a crime.

Head games in vulnerable times  
We are weak, shells of usual selves  
Like an Emperor with fancy cloaks  
You are pretty and strong  
Underneath the exterior is your armor  
Fiercely protecting what is yours and not mine  
And I wear the same attire.

Strangers are better suited to be friends  
Walking into cafes and chatting  
Seeing movies without knowing a name  
It is said we are healthier without expectations  
Having them is a way to complain  
But wanting is the human condition  
And receiving is awarded by the lucky few.  
I no longer wanted the instant gratification.  
So I chose to leave you.

Yet I let you utter the words  
a final match to your actions  
which had fought your way out  
A resilience to be admired  
a trait in the end I did not share  
I had already removed my armor enough to care.

*Johanna Vanderspool*  
*February 14, 2008*

# *Writing Portfolio for Johanna J. Vanderspool*

## **ADVERTISING/ MARKETING/ TRAILER COPY**

### **1. Secrets of the Soul: The Investigators—Distribution Ad/ Synopsis—September 4, 2007**

What is a soul? Is it genetically encoded on our DNA or the product of centuries of religious teaching dealing with our mortality?

**Secrets of the Soul** takes an all-encompassing look at the search for the soul, from the faithful who seek to touch it to the scientists who investigate its very existence. Contemporary researchers are taking a closer look at near death experiences, past life memories and medium-ship for evidence of the survival of consciousness as a way of verifying the soul's existence, a pursuit that has occupied the minds of many scientific luminaries.

**The Investigators** begins with the experiment of Dr. Duncan MacDougal of Haverhill, Massachusetts, who, at the turn of the century, set out to prove the human soul exists by weighing it at the moment of death. By his calculations, when a patient died, he lost exactly three-quarters of an ounce, or twenty-one grams. Though his theory was later refuted by modern science, the idea passed into popular culture.

**The Investigators** examines the theories of some of the greatest scientific minds, from Rene Descartes and Sir Isaac Newton to contemporary scientists, who are seeking to establish scientific criteria to verify the survival of consciousness after death.

Dr. Dean Hammer, who works in the field of molecular biology, suggests that our belief in a soul is the result of genetics. We are hardwired through our DNA to believe in a soul because of what he calls the "God Gene." Dr. Stanley Krippner, a psychologist, explains that scientists who study consciousness do not accept the traditional definition of the soul as a distinct, unique and eternal essence but describe it as an electronic network separate from our physical bodies consisting of our personalities and memories.

For those who believe in life-after-death, some people are turning their attention to mediums, such as Mark Bettano, who believes he is capable of communicating with the dead. Those in his 'unfoldment circle' are convinced of his ability and that consciousness continues after death. Others, such as Dr. Gary Schwartz of the University of Arizona, look for a more scientific explanation for their beliefs. If mediums in a controlled research environment can actually receive communication from departed loved ones, would that serve as proof that consciousness continues after death?

**The Investigators** introduces a young boy, who in case studies, goes by the name 'Sam.' Sam's parents believe he is the reincarnation of his grandfather based on his uncanny ability to correctly identify people and places that he could not possibly have had knowledge of beforehand. According to Dr. Jim Tucker, psychiatrist at the University of Virginia who studies past-life memories in children, there is ample support for this theory. In Thailand and other Asian countries it is a common practice for the relatives of the deceased to look for a reincarnated relative among the newborn, by marking the body of the deceased. Tucker has documented uncanny cases where such a mark is later found in a future generation.

And what about near death experiences, tales from those who have technically died and come back to recount their experiences? In the United States alone, 13 million Americans claim to have experienced NDEs.. Many survivors say they revisit their lives through what is known as a life review. While one in five cardiac arrest survivors report having had an NDE, the skeptics in the scientific community have explanations of their own. Dr. Michael Shermer, the managing editor of *Skeptical Magazine*, says that out of body and near death experiences are simply a form of altered consciousness probably caused by oxygen deprivation.

There may be a theory that explains all of this, and it lies in the evolving realm of quantum physics. Could quantum particles be the soul or just another scientific theory in a long line of controversial research? Dr. Stuart Hameroff, an anesthesiologist at the University of Arizona Medical Center, teamed up with

## *Writing Portfolio for Johanna J. Vanderspool*

renowned physicist Sir Roger Penrose to try and identify the location of consciousness in the brain in pursuit of answers to this intriguing question.

What happens when we die? **Secrets of the Soul: The Investigators** presents the latest scientific research that considers the survival of consciousness and the existence of the soul.

# *Writing Portfolio for Johanna J. Vanderspool*

## **CORPORATE STRATEGY**

### **1. Recommendations for Gainesville, FL local TV station: WUFT**

#### RECOMMENDATIONS FOR WUFT

May 1998

- Improve Community Involvement with New Found Visibility

WUFT's channel assignment makes it difficult to be recognized first, when the customers turn on the television. Cable pirates PBS's programs, and promotes them as their own network's shows, which loses PBS's credibility and stamina in the market. WUFT's slogans are weak, and hard to remember. WUFT needs to create a new logo, slogan, and news set design. WUFT should collaborate with non-profit organizations such as The American Red Cross. Raising funds, and working with the community allows WUFT the visibility it really needs.

- Improve News Operation

WUFT competes with the Big Broadcasting Networks to retain a part of the Gainesville market. WUFT places signature programs during early fringe, thus audience flow through should be expected. Yet, these signature programs target an older generation. They do not want to see a news operation, which is run by unprofessional students. If WUFT needs to re-train students/ volunteers, and renovate their equipment and set design, they may expect to retain their audience.

- Targeting Older Followers 35-60 Would Bring Future Loyalty

Using trendy logos and slogans could attract a loyal audience. Using slogans for special programs would instill WUFT in their minds. WUFT has yet to tap into these promotions. WUFT's promotion department needs to be the most important division in terms of targeting a new audience and bring visibility and awareness to the community.

- Implement New Programming Strategies

WUFT has advantages of showing top quality children's programs, which adds to their notoriety. However, WUFT has yet to research when children are at home and if they should air a show again in the afternoon (which may be successful). Also, running more consistent shows in the afternoon would keep loyalty, such as loyal fans of soap operas. Currently, WUFT runs different shows every day of the week during afternoon time periods. Consistency in air times would attract loyal customers, and increase ratings. Blunting, with shows for women, in the morning day part would allow adult cooking shows or "Fix it" shows to compete with NBC and CBS adult programming. Blunting would decrease their audience shares and place the new shares to WUFT.

# *Writing Portfolio for Johanna J. Vanderspool*

## **RESEARCH**

### **1. Masters Grant Research: University of Florida**

Johanna Vanderspool  
Published April 4, 2000  
UF Scholars Program 1999

#### *Content Analysis of Children's Educational Programming on Cable*

##### INTRODUCTION:

The major four networks are no longer the channels children automatically go to watch television. Ten years ago, with the onset of cable television, children have had a new venue for children's programming, and the competition is becoming increasingly fiercer every year. Although there are new programs on both broadcasters and cables itinerary, variety of educational programs have suffered (Schlosser 1997). Annenberg Public Policy Center's annual assessment of children's programming, reported that commercial broadcasters get lower grades concerning children's television. Highly regarded educational programs decreased from 43% to 29% in being network aired. However, minimal educational programs have increased from 22% to 26%. Overall, 36% of 1,190 shows on air and on cable won a high quality rating, which was a 3% decrease from 1997. The top scoring educational shows include Beakman's World (PBS), Bill Nye the Science Guy (PBS), Nick News (Nickelodeon), and Saved by the Bell (NBC) (McConnell 1998). Even with FCC regulation in 1996, producers, syndicators, and networks aim to entertain first and then to educate. "Everything that runs on CBS Saturday mornings is educational, the majority on ABC is educational and most of what Fox runs is educational too," says Bill Carroll, vice president of programming at Katz Television. "The whole dynamic has changed." Although this may be so, educational television is not a primary interest to most media professionals. "If you have the ability to create entertaining programming that has some educational overtone, that is wonderful. But I think the first criterion should be entertainment, even in what we call FCC- friendly programming. That is what all of us turn on the television for, to be entertained, and I think children are no different," said Barbara Schwecke, vice president of Sachs Family Entertainment. Some executives believe children should use television for escapism. They believe all educational television will "turn kids off from television." DIC Entertainment says producing educational television for age groups of 2-6 is viable, however, 6-12 is another story. Robby London, DIC Entertainment executive vice president of creative affairs, says, "It is like they can sniff it out (educational TV). There are now places they can get entertainment; they can go to cable, the Internet, or someplace else." With added competition, executives say the quality of children's television has been raised to a higher standard (Schlosser 1997).

The trends in the media market are as follows: A war is raging between Fox and ABC. Fox has been the dominant children's broadcasting network for a year, however with ABC's close ties to its parent company Disney, ABC is gaining on Fox with its new programs on Saturday mornings. ABC has won the

## *Writing Portfolio for Johanna J. Vanderspool*

most recent round of the war. Saturday morning ratings, from last season, show among children of 2-11 ABC has 3.6, up by 33% from last year, while Fox is down 30% to 3.3. The WB has increased by 25% to score a 2.0 rating, according to Nielson Media Research (Stroud July 1998). Fox will add seven new animated series to its fall lineup, while Fox Family channel, a sibling Fox network, will add ten . Executives hope to deter children from channel surfing. Maureen Smith, general manager of Fox Kids Network says, "If kids are going to look elsewhere, we feel we need to be a on cable with our own property." In October, Fox will introduce 600 hours of children programs this season alone. Also, they will introduce its new Boyz Channel and Girlz Channel on cable this fall. Mostly, the new shows airing on Fox will not be educational. These of these programs include Nascar Superchargers; two programs based on Marvel Comic characters: Spider Man Unlimited, The Avengers; two programs based on Dark Horse Comic books: Big Guy and Rusty the Boy Robot; and Beast Wars and Beast Hunters and Cyber 9 (Consoli 1999). Pax Net has scheduled five hours of children s programs on Saturday and Sunday to compete with Fox and ABC. It will launch on August 31, 1999 with new programs, such as The Swiss Family Robinson and five new animated programs from DIC Entertainment. Pax Net will consider expanding children's programming to weekdays (Stroud Feb 1998). WB is increasing its fall lineup with 19 hours of kid's programs, while CBS is placing more emphasis for its toddler lineup on Saturday mornings (Consoli 1999). CBS is aggressively revamping its Saturday lineup to introduce The CBS Kidshow. CBS says all shows will conform to the FCC regulations. The CBS Kidshow will have its own characters and interstitial material (McClellan 1998). UPN is targeting an older audience, while NBC is revamping its teen shows. Currently, kids watching broadcasting television fell 67% from 5.1 rating in 1994 to 1.7 in 1998, while cable doubled its audience from 0.7 to 1.4 (Consoli 1999).

Broadcasters are trying to keep high- quality FCC standards but also outdoing competition from the cable children networks. Although, most of the networks are meeting FCC regulations of three hours of children's programming a day, most of these programs are not educational content. For instance, Power Rangers X-Men (Fox) are more fantasy violence than educational. ABC is featuring four hours of educational programming, through "Disney's One Saturday Morning" lineup. Disney is airing Pepper Ann and Recess as educational shows. CBS is airing The Sport's Illustrated for Kids Show, which executives claim "has a very conscious educational objective without taking away entertainment value." CBS is also offering The New Ghostwriters Series as educational. Fox will air Life with Louie, Bobby's World, C-bear and Jamal as core educational programs. NBC will rely on its teen shows on Saturday morning to revive ratings. Shows like Saved by the Bell: the New Class, City Guys and Hang Time will meet FCC quota. Their NBA Inside Stuff is a new program that is on the US Department of Education's Goals 2000. Some executives are having a difficult time with the FCC regulations because "there is no agreement as to what is educational. We have teachers to help us, but I hope the baby doesn't get thrown out with the bath water. If something is just good quality entertainment, I hope it doesn't get dismissed because its not educational," said Margaret Loesch, vice chairman of Fox Kids Worldwide (Rice 1997).

## *Writing Portfolio for Johanna J. Vanderspool*

Cable networks have been having the advantage. Most are trying to keep it that way. Nickelodeon has become very aggressive, producing five new series and more than 200 fresh new episodes to the existing programs. Its production budget rose by 25% since 1998. The new series will include animation, and live/ action adventure. Nickelodeon has averaged a national 2.9 rating /18 share in the fourth quarter of the 1998 season, according to Nielsen data. The rating is 13% lower than its preceding year in the third quarter (Petrozzello July 1998). In terms of ratings, Nickelodeon is still the number one children's cable programmer, reaching 72 million basic cable homes. Nick averaged a 3.0 rating/ 22 share (820,000 kids 2-11 years old) in daytime programming, representing 17% of the kids in US households, according to Nielsen data in 1998 (Petrozzello July 1998). In January 1998, Nick's Rugrats ranked steadily among cables top 10 weekly programs. It was the highest rated children's show of both cable and broadcasting. Nickelodeon is celebrating its tenth anniversary (Petrozzello Feb 1998). The Cartoon Network earned an average 1.7-rating/ 12 share (335,000 Kids 2-11), which represented 7% of US children in that age group. The Disney Channel averaged a 2.0 rating/ 14 share (332,000 children), representing 7% of 2-11 year olds in the US. Currently, the Fox Family Channel has earned 0.1 rating/ 0.8 share (30,000 kids) in its 72 million US homes (Petrozzello July 1998). The Fox Family Channel, which debuted August 15<sup>th</sup>, 1998, hopes to tighten the competition of children programmers, such as Nickelodeon, Disney Channel, and Cartoon Network. News Corp. has bought Fox Family Channel for \$ 1.9 billion, and has revamped the channel to provide family entertainment with "spunk." With a \$500 million two year programming budget, executives plan to schedule a Spice Girls concert, interviews with Michael Jordan and Leonardo Di Caprio, while servicing children's animation. With their \$100 million marketing program, FFC hopes to draw in perceptive audiences (Petrozzello July 1998). The Disney channel, last April, launched a new cable channel called Toon Disney. It is a 24-hour channel featuring Disney animation, only being carried on expanded basic tier cable services. The Cartoon Network will launch a Saturday night movie series called Cartoon Network Theater on August 1, 1999. Cartoon Network bought Animaniacs from Warners Bros., and will run this show during primetime this fall (Petrozzello July 1998).

# *Writing Portfolio for Johanna J. Vanderspool*

## **LINKS PAGE**

Johanna Vanderspool (writer, director, producer—website)

[www.JoVanders.com](http://www.JoVanders.com)

Johanna Vanderspool Blog (political, sociological, cinematic musings)

<http://johannavanderspool.blogspot.com/>

Johanna Vanderspool poetry

<http://www.jovanders.com/writing2.html>

Bizarre Foods (TV docu-food travel show, Travel)

[http://www.travelchannel.com/TV\\_Shows/Bizarre\\_Foods](http://www.travelchannel.com/TV_Shows/Bizarre_Foods)

Secrets of the Soul (documentary film, Discovery)

[www.SecretsoftheSoul.net](http://www.SecretsoftheSoul.net)

Marissa Gets Made (TV docu-reality show, MTV)

<http://www.mtv.com/ontv/dyn/made/episode/episode.jhtml?episodeId=105849>

UF Grant Research

<http://www.scholars.ufl.edu/>