

1 INT. - (B&W/SEPIA) ESTABLISH THEME FOR PROGRAM OPEN

1.1 FADE IN: Static shot of collage of old photographs pinned up on bulletin board. Title zooms to center screen from infinity: "CARDINAL 2-WAY RADIO COMMUNICATIONS . . . . . SUBTITLE TRUNKING RADIO"

SFX: FADE UP TINNY MUSIC FROM 1900s: FADE UP NAT SOUND

2 INT. - (B&W/SEPIA) DEPICT EARLY DEVELOPMENT OF RADIO

2.1 A soft-edged circle  
00:00:11 opens in lower corner of screen. Visible through the circle is the hand of the telegraph sender operating an 1899 telegraphic key/switch. The hand is keying the Morse code letter "S" in time with The sound bite.

GUGLIELMO MARCONI CHANGED THE FUTURE WHEN HE SENT THE FIRST TRANSATLANTIC RADIO MESSAGE IN 1901.

SFX: NAT SND: 1900s MUSIC DOWN FOR NAT SOUND, THEN NARRATOR

2.2 The scene shifts to OS shot of another 1900s man, the telegraph receiver, sitting at a desk. He has an 1899 radio telephone headset on his head. Hands are cupped over the earpieces, as though he is straining to hear.

MARCONI'S SUCCESS WITH THAT CRUDE RADIO QUICKLY LED TO MARVELOUS IMPROVEMENTS IN COMMUNICATIONS.

SFX: NAT SND; 1900 ERA MUSIC

2.3 Crystal radio with I  
00:00:05 headset- 8 year old boy.

BY 1906 THE WORLD'S FIRST VOICE TRANSMISSION WAS HEARD, AND THE IMPROVEMENTS CONTINUED.

SFX: CRACKLY VOICE MESSAGE

3 INT. - (B&W/SEPIA) EARLY HISTORY OF RADIO ENTERTAINMENT

3.1 1930S family sits  
00:00:05 in living room  
listening to radio  
show.

BY 1920, RADIO STATIONS OFFERED  
SND; AUDIENCES REGULARLY SCHEDULED  
NEWS COMEDY SHOW, AND ENTERTAINMENT.

SFX: NAT  
GROUP  
LAUGHTER

RADIO ALSO ENABLED PEOPLE TO LEARN SFX: SND BITE;  
ABOUT NEWS DEVELOPMENTS AS THEY REPORT OF  
HAPPENED. HINDENBURG  
DISASTER

3.2 1930s couple leans  
00:00:05 in close to 1930s  
radio, as though  
listening intently.

4 INT. - (B&W/SEPIA) RADIO FOR PUBLIC SAFETY APPLICATIONS

4.1 1938 State Trooper  
00:00:05 transmits  
information request  
by radio.

TWO-WAY RADIO ADVANCED VERY  
QUICKLY, AS WELL, FIRST BEING  
USED BY STATE TROOPERS IN POLICE  
SERVICE IN THE LATE 30s. CALLS FOR INFO

SFX: SND  
BITE;

5 EXT. - (B & W/SEPIA) EXPLORE DIVERSITY OF 2-WAY RADIO

5.1 Move on Paris Auto  
00:00:06 truck

IMPROVEMENTS DURING THE 40s  
BROUGHT EFFICIENCIES THAT CHANGED  
THE WAY BUSINESS SERVED THEIR  
CUSTOMERS.

SFX:  
1930s  
MUSIC

6 EXT. - (B&W/SEPIA) BUSINESS AND INDUSTRY GET FREQUENCIES

00:00:06 1950 era freight  
train. Engineer has  
handset to ear.  
Brakeman, on ground,  
has 1947 portable  
radio. He talks to  
engineer.

FASTER COMMUNICATIONS MEANT FASTER  
SERVICE FOR INDUSTRY, PUBLIC  
SERVICE, AND COMMON CARRIERS.

SFX:  
1950s  
MUSIC;  
NAT SND  
UP TO MIX

## 7 EXT. - AMERICAN AFFLUENCE GROWTH IN 1960s

7.1	1960s autos parked IIN THE 60s, AMERICA FELL IN LOVE 00:00:08 in drive-in restaurant, waitress on roller skates, loiterers I with poodle shirts, etc.	I WITH THE AUTOMOBILE. WE BECAME THE MOBILE SOCIETY AS EVERYONE BEGAN TO SPEND LEISURE TIME IN THEIR CARS.	SFX: 1960s STYLE MUSIC UP TO FILL
7.2	Evening suburbia 00:00:06 setting ... Man and woman, apparently husband and wife, arrive home in separate 1960s automobiles.	THE AUTOMOBILE BECAME AN IMPORTANT PART OF EVERYDAY LIFE, AND THE MODERN FAMILY OFTEN HAD TWO WAGE EARNERS.	SFX: 1960s STYLE MUSIC UP TO FILL
7.3	Teenage girl in 00:00:05 roadside phone booth, Corvair parked near.	EVEN YOUNG PEOPLE FOUND THE CAR IMPORTANT TO THEIR INCREASINGLY ACTIVE LIFESTYLES.	/SFX: MUSIC
7.4	Nighttime ... 00:00:08 teenager standing in front of 1960s car, hood up, on dark, remote country road. Teenager is peering, bewildered, into engine area of car.	LAND, SOMETIMES A PARENT'S WORST FEARS WERE REALIZED.	SFX 1960s MUSIC OF ERA; NAT SND (HOOD RELEASE)
7.5	Montage of shots 00:00:06 showing young people stranded due auto problems.	LAND, THOUGH THERE WERE TIMES YOUNGSTERS NEEDED DESPERATELY TO to CALL HOME, ROADSIDE PHONES WEREN'T ALWAYS AVAILABLE.	SFX: 70s MUSIC UP TO FILL

## 8 EXT. - CELLULAR SERVICE EVOLVES INTO BUSINESS TOOL

8.1 Sales person in  
00:00:08 1980s car, in  
traffic, using cellular  
phone.

AS CELLULAR PHONES WERE DEVELOPED, SFX: 80s  
MUSIC.  
THEY PROVIDED THE BUSINESS PERSON CELLULAR  
CONVERSATION WITH IMMEDIATE TELEPHONE ACCESS TO ION  
IN BACKGROUND  
THEIR CUSTOMERS .... BUT, AT PREMIUM  
PRICES.

8.2 Business man  
00:00:09 sitting at poolside  
table, talking  
with another  
business man, has  
1980s portable  
cellular phone on

GAS PRICES CAME DOWN, CELLULAR  
BECAME A VIABLE BUSINESS TOOL.  
AND, WITH PORTABLE SYSTEMS AND  
PERSONAL PAGERS, A NEW LEVEL OF  
BUSINESS COMMUNICATIONS BECAME A  
REALITY.

SFX:  
MUSIC UP  
TO FILL.

## 9 INT. - PERSONAL BEEPERS PROVEN INEFFICIENT - DAY

9.1 Frenzied salesman  
00:00:17 in car, in heavy  
interstate highway  
traffic. He is  
wearing suit, shirt  
sleeves rolled up,  
jacket over seat  
back. Beeper laying  
on passenger seat.  
Worn road map folded  
on dash of car. He is  
in left lane, closely  
following car in  
front of him ... he  
is obviously rushed.  
The radio is blaring  
loudly.

BUT, BEEPERS WEREN'T ALWAYS AN  
EFFECTIVE BUSINESS TOOL. THEY  
WERE INEFFICIENT, AND EXPENSIVE TO  
USE.

SFX: UP  
TEMPO,  
HIGH  
ENERGY  
MUSIC

(CONTINUED)

9.1 CONTINUED:

<p>9.2 CU frenzied vu:00:08 salesman. He is harried, car moving back and forth in lane, as he is looking for an opening in the traffic. He glances at his wrist watch. Gyrates to beat of music on radio.</p>	<p>TAKE THE CASE OF AN OUTSIDE SALESMAN EQUIPPED WITH A PAGER. HE IS ALREADY ON A TIGHT SCHEDULE WHEN THE NEXT CALL COMES IN.</p>	<p>ISFX: ENERGY /MUSIC; FADE UP INAT SND OF BEEPER</p>
<p>9.3 CU number appears 00:00:03 on beeper</p>		<p>SFX: NAT SND OF BEEPER</p>
<p>9.4 Salesman picks up 00:00:03 beeper, looks at it, says "Aw GEEZ!"</p>		<p>SFX: NAT SOUND "AW GEEZ!"</p>
<p>9.5 Salesman works way 00:00:02 through traffic.</p>		
<p>9.6 Salesman exits 00:00:05 highway, drives to phone booth, sees it is busy, goes to next booth.</p>	<p>AND, IT CAN COST YOUR COMPANY SIGNIFICANT AMOUNTS OF TIME AND MONEY WHEN HE TRIES TO RESPOND.</p>	
<p>9.7 Salesman arrives at 00:00:04 next booth, places call, returns to highway.</p>		
<p>9.8 Salesman works way 00:00:02 through traffic.</p>		
<p>9.9 Salesman arrives 00:00:06 business office, parks car, runs inside.</p>		

(CONTINUED)

9.9 CONTINUED: 2

9.10 Salesman approaches vJ:00:03  
receptionist desk,  
straightening hair, tie.

9.11 Salesman introduces  
00:00:03 himself to  
receptionist.

SFX: NAT  
SND

9.12 Receptionist turns  
00:00:03 him away, saying he is  
too late.

SFX: NAT  
SND

9.13 CU salesman's  
00:00:03 reaction.

HE SHOULD HAVE USED MOBILE  
COMMUNICATIONS.

SFX:  
COMEDIC  
SFX

10 EXT. - CELLULAR INEFFICIENT FOR SMALL-FLEET OPERATORS

10.1  
00:00:02

I-DELETED -

11 EXT. - CELLULAR INEFFICIENT FOR PUBLIC SAFETY

11.1  
00:00:02

•  
11.2 Montage  
00:00:11

TODAY, PRIVATE AND BUSINESS  
COMMUNICATIONS CAPABILITIES  
INCLUDE THE COMMUNICATIONS  
TECHNOLOGY OF THE  
FUTURE .. MOTOROLA  
TRUNKED RADIO

SFX:  
MUSIC UP

(CONTINUED)