

Client: Deere & Company, Moline, IL  
Audience: John Deere dealers and their customers  
Purpose: Entertainment segment, part of an annual video magazine presentation.  
(I was asked to write a script that would “rescue” the piece after footage was shot to a bad script.)

## **Script Prepared For:**

Deere & Company

## **Title:**

National Cow Calling Contest

## **Estimated Length:**

02:15

## **Prepared by:**

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SHOT #	VISUAL	AUDIO
1	fade up CG:  <b>A letter to home, written from Miami, Texas</b>	<b><u>VO ANNOUNCER (with heavy Russian accent):</u></b>  “My dearest comrades...  It is now five days I am visiting in America.
2	wide open Texas country side [0000]	Today I look for real American entertainment, so I go to place called ‘Taxes.’  <i>(Music up: American West)</i>
3	[0012] cattle in field	I think it must be a very big place, because Americans tell me Taxes get bigger all the time.
4	roadside sign for Miami, Texas  [pronounced “my-AM-ah”]	In a tiny village called Miami, Taxes, I make a most amazing discovery.
5	various CUs and MS of people	The people here <u>speak</u> with their livestock! Well, it is not exactly <u>‘speaking’</u> ...
6	CU of cow caller	<i>(sync sound of caller)</i>
7	MS of cow callers	It is unlike anything you or I ever have heard before. I am told this is ‘cow calling.’
8	CUs of cow callers	<i>(more sync sounds of callers)</i>
9	CU of cattle in field as they raise their heads	These most peculiar sounds are intended to notify the cattle to return to

SHOT #	VISUAL	AUDIO
		the barn.
10	cattle running/walking toward camera [0034]	Cow calling is very effective. But that is not the full extent of my discovery.
11		These Americans are <u>so</u> proficient at 'cow calling' that even <u>peoples</u> are affected!
12	Cars on highway, then pan to sign featuring cow calling contest [1426]	It is true, comrades! I have seen them... traveling great distances to hear the cow callers.
13	WS of crowds of people	Thousands of people assemble in Miami during the first weekend of June for the 'National Cow Calling Contest.' And they have done so for 42 years.
14	kids games	Many other activities also take place.
15	quick sequence of rodeo scenes	For examples, an American cowboy rodeo.  <i>(Music up for quick sequence of rodeo scenes)</i>
16	digging pit [0144]	One especially enjoyable activity is the 'barbecue.' The people prepare a huge pit...
17	men taking beef out of the pit [0202]	...then cook the beef for many hours...
18	CU of man cutting the beef [0538]	...25-hundred pounds in all!
19	people being served and CUs of people eating the beef	All exceptionally delicious, I can

SHOT #	VISUAL	AUDIO
	[0527]	assure you.
20	WS showing people watching contest	But the featured event is unlike anything in our country, comrades.
21	callers on stage	It is the National Cow Calling Contest.
22	CU callers	<i>(sync sounds of calls)</i>
23	line of men callers [1300]	During this intense competition, the world's finest callers of cows are selected.
24	men getting awards [1320]	They are then honored for their superior abilities.
25	women getting awards [1520]	
26	CUs of friendly smiling faces	I should one day like to return to these friendly people of Miami, Taxes. Maybe I myself will participate in cow calling.
27	quick CUs of cattle looking up as if bewildered	Aaaaiiooo! Aaaaiiooo! What do you think, comrades?
28	shots of cattle running away	Comrades? Comrades?!!

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