

**PROJECT: Telephone Pioneers of America - Chapter 53**

**CLIENT: B.C. Tel - Presentation Centre**

**JOB REF#: DC-013**

**FINAL DRAFT A/V Script: March 31, 1994**

**TIME: 8 minutes**

<b>VISUAL</b>	<b>AUDIO</b>
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1. MONTAGE of members of the Telephone Pioneers involved in various social and community services. Possibly within a map outline of North America.

GRAPHIC: TELEPHONE PIONEERS OF AMERICA CHAPTER 53.

**ANNOUNCER (V.O.):** The Telephone Pioneers of America. They're an integral social and community service wing of telecommunications companies across the continent.

2. DISSOLVE to MAP HIGHLIGHTING B.C. YUKON and NORTHWEST TERRITORIES.

Chapter fifty-three covers an extensive area of Canada.

3. A CROWD SHOT of members together.

Membership now totals over ten thousand. To attract new and younger people to the organization, membership is open to anyone who is a full-time employee of a telecommunications company.

4. Younger member together with an older member of the Pioneers.

Chapter fifty-three recruited one thousand and eighty new members last year. That's the largest growth increase in the Chapter's history!

5. A SLIDE split into four quarters. One quarter shows a clown. Another with a senior working a computer. Another quarter displays merchandise for Commonwealth games being sold, perhaps with Kleewyck in the background. The last quarter of Pioneers feeding the homeless in Prince George or Kelowna.

The organization is committed to continuing existing community services and well as starting new initiatives.

6. Several pioneers involved in Clown Troupe.

Last year saw the realization of a Pioneers Clown Troupe.

**CONTINUED**

## VISUAL

7. SLIDE: Top left hand corner is photo of David Cumming. GRAPHIC TITLE: DAVID CUMMING, INCOMING PRESIDENT - CHAPTER 53. Bottom right hand corner of a CLOWN FACE.

8. VARIOUS of clown troupe in parades giving out candy.

9. Clowns visiting patients, school children and seniors.

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10. Seniors working at computers.

11. Current president of Chapter 53 Pat Hoople in top left corner of SLIDE. GRAPHIC TITLE: PAT HOOPLE, PRESIDENT OF TELEPHONE PIONEERS CHAPTER 53. In the bottom right hand corner a senior working on a computer.

## AUDIO

Incoming President of Chapter fifty-three David Cumming was a pivotal figure in the creation of the clown troupe:

**DAVID CUMMING V/O:** Our original goal was to raise the profile of the Telephone Pioneers. The creation of the clown troupe seemed like a great way to be in the public eye. The troupe has appeared in several community parades, such as Sam Steele Days in Cranbrook. But we decided to expand our goal. We formed a second clown troupe. This one would be a like a service organization. They would go out and deliver cheer and entertainment to school children, hospital patients and the elderly. The troupe's appearance at the Rocky Mountain Lodge for seniors was a huge success. The residents insisted the clowns make a return appearance. With the help of the Pioneers and their families, we look forward to expanding the clown troupe with new members. And making it an even more prominent part of the Telephone Pioneers' activities.

**ANNOUNCER (V.O.):** The Pioneers have an extensive new service to reach out to senior citizens in our communities.

**PAT HOOPLE V/O:** The Computers to Seniors program is designed to provide computer literacy training to senior citizens in the Lower Mainland. The project is made possible with the help of senior

**CONTINUED**

**VISUAL****AUDIO**

12. Pioneers teaching and assisting seniors with computers.

12A. GRAPHIC:  
-30 TELEPHONE PIONEER INSTRUCTORS  
-450 STUDENTS TRAINED A YEAR.  
-1350 STUDENTS TRAINED SINCE PROGRAM  
START IN 1990.

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13. Sprinters at start line of a race. Followed by a QUICK MONTAGE of athletes and athletic events.

13A. Jim Hultman in top left corner. GRAPHIC TITLE under Jim: INCOMING FIRST-VICE PRESIDENT-CHAPTER 53. Bottom left corner: Pioneers involved in various volunteer activities related to Games preparation.

14. B.C. Tel/Pioneer kick off day (March 18).

15. Merchandise for sale.

centres and the Generation Connection Society. The goal is to keep seniors mentally active. It also gives them a sense of being connected to the modern, sophisticated world around them. They can interact with their computer-literate grandchildren. Or even send electronic mail to other participating seniors. We currently have thirty. Telephone Pioneers working as instructors. Each year, we train approximately four hundred and fifty students. And some of the seniors are then promoted to teaching. The demand for the course is so strong that some senior centres have waiting lists. A definite sign the program's aims are succeeding.

ANNOUNCER (V.O.): This August, the starting line for the Fifteenth Annual Commonwealth Games will be in Victoria. This spectacular sporting event will attract over three-thousand athletes from over sixty-six countries. Jim Hultman tells us the part the Pioneers will play in this event.

JIM HULTMAN (V.O.): The Telephone Pioneers will be out in full force before and during the Games. The Victoria council of the Pioneers will be on hand to help in the distribution of uniforms.

But before the games begin, a lot of preparation has to be completed. On March 18 of this year, every B.C. Tel building in the province was lending a helping hand.

Telephone Pioneers were out selling merchandise for the Games.

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**VISUAL****AUDIO**

15A. Kleewyck in Victoria and/or Vancouver B.C. Tel building.

16. DELETED

Kleewyck is the official mascot of the Commonwealth Games. Pioneers took a three hour costume training session to learn to play the part of Kleewyck. It was important to know her appropriate movements and behaviour. And, of course, how to get in and out of the fifteen pound, seven foot costume. But we know all this effort is going to help make this the best Games ever.

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17. MONTAGE - Clowns, seniors at computers, Commonwealth Games volunteers.

ANNOUNCER (V.O.): All these programs and initiatives wouldn't exist if it wasn't for the tireless year-round fund-raising that is carried out by the Telephone Pioneers of Chapter fifty-three.

18. VARIOUS SHOTS of Pioneer variety store and volunteers.

One of the most familiar fund-raising outlets is the Pioneer Tee Pee stores. Located inside four B.C. Tel buildings, employees can buy many of the same products found in a corner store. The Lottery Ladies always do a brisk business in ticket sales at the headquarters' building. And the annual nut sale continues to be one of the most successful fund-raisers. Last year, over seven thousand pounds of nuts were sold.

19. Surplus store.

Employees also find the Surplus store to be an excellent source for used telephone products. All proceeds go to the Telephone Pioneers and their social and charity efforts.

20. DELETED

**CONTINUED**

**VISUAL****AUDIO**

21. Dry cleaning service counter with customer and staff member.

To thank B.C. Tel employees for their generous support of the Pioneers' fund-raising activities, a new service was started at the head office in March of ninety-four. Employees can now take advantage of a valet dry cleaning service conveniently located inside the B.C. Tel headquarters.

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22. MONTAGE of Pioneers' members participating in various social activities.  
GRAPHIC TITLE: SOCIAL/LIFE MEMBERSHIP

**ANNOUNCER (V.O.):** Although fund-raising and community service are a large part of the Telephone Pioneers' purpose, the group also serves as a social network for current and retired members of the telecommunications industry. Socializing frequently involves the family members of Pioneers as well.

23. Fishing derby.

The annual Fishing Derby in Burrard Inlet is a popular event in the summer months.

23A. Christmas parties.

And of course, Christmas wouldn't be the same without a party.

24. Boat cruise on Okanagan Lake and a mystery trip excursion.

Whether its a boat cruise on Okanagan Lake or being whisked away on a mystery trip, our Life Members are always finding new and innovative ways to meet and socialize.

25. DELETED

26. Partner of the Month.

An important award that is presented to the Pioneers' spouses is Partner of the Month. Chapter fifty-three has twice won this Canada-wide award.

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**VISUAL****AUDIO****FADE IN**

27. GRAPHIC TITLE: TELEPHONE PIONEERS OF AMERICA - CHAPTER 53 superimposed on a background with small photos of a heart pillow, hug-a-bears, Christmas stocking.

28. Heart pillows being made and of heart patient receiving one of the pillows.

29. Children.

30. Christmas stockings being made and stuffed, children receiving them.

31. Dolls, and the dolls being delivered to the various bureaus.

32. VARIOUS of Hug-A-Bears being delivered by volunteers to the bureaus.

33. Playgrounds with children.

**ANNOUNCER: (V.O.):** This chapter of the Telephone Pioneers of America have initiated many new programs, but they're still strongly committed to programs started in previous years.

The Pioneers' Heart Pillow program sees fifty pillows a week being created by volunteers.

Children are also key recipients of the work of the Telephone Pioneers.

Last holiday season, over two thousand Christmas stockings were sewn, stuffed and distributed to needy children around the province and territories. For the first time, the Northwest Tel Council joined us in this important endeavour.

The Pioneers also dressed and delivered three hundred dolls to the Salvation Army and various Christmas Bureaus.

But the Pioneers don't limit their child charity work to Christmas. Most of the councils and clubs throughout the province make Hug-a-bears. These stuffed animals are given to children who have been frightened or traumatized. The bears are carried by all B.C. ambulances as well as some B.C. Ferries and R.C.M.P. vehicles.

Chapter fifty-three also helps build playgrounds for children living in transition houses.

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## VISUAL

## AUDIO

34. Comfort kit being held by a Pioneer. Volunteers visiting with the occupants of transition houses.

Plus, the Pioneers distributed over eight hundred comfort kits to the people living in these transition houses and shelters. Feeding the Homeless is another new initiative that will become a province wide program.

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MONTAGE of HAPPY SLIDES. MUSIC UP

ANNOUNCER (V.O.): Chapter fifty-three of the Telephone Pioneers of America have proven their commitment to the fellowship of telecommunications workers and to service the communities we work and live in. All of their efforts have made our lives just that much better.

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