



(650) 571-5859

## SCRIPT SAMPLE

[www.rbproductions.biz](http://www.rbproductions.biz)

**Program: ESD: The Shocking Truth**

**Client: Read-Rite Corporation**

VIDEO	AUDIO
I-1. FADE UP on stock footage of lightning storm. Flash cut to:	<u>Storm Sound: Thunder</u> <u>Big thunder crash</u>
I-2. Stock shot of tree damaged by a direct lightning strike. Flash cut to:	<u>Storm noise</u>
I-3A. Dramatic low angle Truck shot of non-ESD protected worker carry sliders and approaching work station. I-3B. CU wrist strap on counter, not being used.	<u>Mix in building music with storm effects</u>

<p>I-4. ECU of worker about to touch a slider. Freeze-frame and key in lightning bolt graphic between slider and person's finger. Flash cut to:</p>	<p><u>Big thunder crash with lightning strike.</u></p>
<p>I-5. Microphoto of slider ruined by ESD. Flash key in graphics title: <i>ESD - The Shocking Truth</i>.</p> <p>Fade to black and Fade up fast to:</p>	<p><u>Big thunder crash.</u></p> <p><u>Music pays off and fade out</u></p>
<p><b><u>T-1: What Is ESD?</u></b> Dissolve to:</p> <ol style="list-style-type: none"> <li>1. Group of workers on the job in slider fab. They are carefully following ESD procedures.</li> <li>2. CU montage of workers touching tabletops, equipment, knobs, vacuum wands.</li> </ol>	<p><u>Establish high-tech Music #1. Under for VO.</u></p> <p><u>Narrator (VO):</u> (1) Each of us is a miniature electric power plant. (2) Everytime time we touch something, we either create, or give off, an electric charge.</p>

<p>3. CU feet shuffling across carpet. 3A: MS of person about to touch a door knob. 3B. ECU of person getting a static shock;</p>	<p>(3) Sometimes we're very aware of our "electric" nature . . . . .(3A) . . . (3B)</p>
<p>4. MWS slider fab workers. 4A. Rubbing, walking 4B. Approaching sliders w/wand Key title with highlighting initials: <i>ESD - Electrostatic Discharge.</i></p>	<p>(4) but usually we're not. (4A) However we're constantly gaining electrical charge, in the form of static electricity, (4B) and losing charge, in the form of <b>ESD: electrostatic discharge.</b></p>
<p>5. Graphic build: RR logo and ESD icon/letters over background. Add slider and HGA icons, zap off each icon.</p>	<p>(5) ESD concerns Read-Rite because it can damage or destroy sliders during fabrication and head gimbal assembly. In fact, tiny electrostatic discharges can cause big damage.</p>
<p>6. Montage: people donning wrist-straps, heel-straps, turning on ionizer. Possible ZO from factory ESD warning sign to WS of fabrication area.</p>	<p>(6) What is ESD? What kinds of damage does it do to sliders and how can this damage be prevented? A lot depends upon our knowledge of ESD: how it's created and how it behaves. Let's look at the basics.</p>

<p>7. Graphic build: <i>The types of Electricity.</i></p> <p>8. CU wall socket. Add animated flow lines to depict strong nature of AC power.</p> <p>9. Montage: CU home lights, 9A. electric stove, 9B. TV set, 9C. San Jose Tram</p> <p>10. CU high voltage warning sign</p>	<p>(7) Electricity is one of nature's primary forces. We find it in two forms: <b>static</b>, or stationary, and <b>dynamic</b>, or moving. (8) Here's a familiar source of dynamic electricity. The electricity from this wall outlet is a large, steady stream of electrical current. (9) Dynamic electricity has the power to light our homes, (9A) cook our food, (9B) run our TV, and, (9C) with enough power, get us to work. (10) As we know, it can be dangerous.</p>
<p>11: Animated graphic depicting static electricity spark.</p> <p>12. CU: person getting static spark from door knob.</p> <p>13. Animated graphic: slider getting zapped and destroyed by ESD spark.</p>	<p>(11) ESD, on the other hand, is the discharge of <b>static electricity</b>. This is a tiny, momentary spark of current, not a large continuous stream. (12) While it can be annoying, it poses no health dangers. (13) However, to our delicate, high-precision sliders, this tiny ESD spark can be a <b>fatal lightning bolt</b>.</p>
<p>14. Graphic or split screen : different energy levels of static and dynamic electricity.</p> <p>15. Animated graphic: Electric current flowing through work table to ground.</p>	<p>(14) While static and dynamic electricity have different energy levels, they still behave in similar ways. (15) For example, all electrical current, whether static or dynamic, flows from the weaker to the stronger potential, always seeking the easiest path. When the potential is balanced, there's no current flow at all.</p>

<p>16. Animated graphic: ground and lightning storm. Buildings on ground. Add high tower. Show lightning bolt current flowing through tower to ground.</p> <p>17. Animation: tree is struck by lightning bolt and is shattered.</p>	<p>(16) Ultimately, electrical current seeks the earth. Objects connected directly to the earth are said to be "<b>grounded.</b>" This means that they offer a direct path for electrical current to reach the earth. (17) But if a grounded object carries too much current, it can be damaged, sometimes severely. <u>Thunder crash.</u></p>
<p>18. Animated graphic build: lightning and tree are replaced by slider and person icons.</p> <p>19. Animate flow of current between person and earth through the slider.</p> <p>20. Graphic build: lightning strikes tree, key title <i>50,000,000 volts</i>. Change to slider being zapped by ESD. Dissolve off <i>000,000</i> to leave <i>50 volts</i>.</p> <p>Dissolve to:</p>	<p>(18) If we replace the storm clouds with a "charged" person, and the tree with a slider, we set-up the possibility of damaging our products with ESD. (19) An electrical potential, built up on the person, is discharged through the slider. Like the tree, the slider can be destroyed by an overload of electric current. (20) While it takes millions of volts to destroy the tree, (20A) the slider can be destroyed by as little as fifty volts . . . a tiny amount! In the next section , we'll look at the threat posed by ESD to our products.</p> <p><u>Music fade out</u></p>