

<p>ANCHOR LEAD:</p> <p>PKG ROLLCUE: “ARTS DEPARTMENTS COMPARE ” TAKE PACKAGE PKG TRT: 1:51 PACKAGE OUTCUE: “JESSICA PATTERSON REPORTING”</p>	<p>LENGTH:</p> <p>:10</p>	<p>ANCHOR LEAD: THE ALABAMA EDUCATION TRUST FUND BUDGETS \$70 MILLION TO FOUR OF THE CORE SUBJECTS – READING, MATH, SCIENCE, AND TECHNOLOGY. \$1.3 MILLION IS ALLOCATED TO ARTS EDUCATION IN K THROUGH 12TH GRADES. REPORTER JESSICA PATTERSON WILL TELL YOU WHAT ARTS ADVOCACY GROUPS ARE DOING TO CHANGE THE FUNDING GAP.</p> <p>PKG SCRIPT: ALABAMA ARTS ALLIANCE AND ALABAMA SYMPHONY ORCHESTRA</p>
<p>NAT SOUND DESCRIPTION: CHA-CHING MONEY SOUND OVER TEACHING IN A CLASSROOM</p>		<p>REPORTER VOICEOVER/FACT: SING: MY OH MY OH MY OH SAY: MY. THAT IS WHAT ARTS ADVOCACY GROUPS ARE SAYING ABOUT THE LACK OF FUNDING FOR ARTS EDUCATION. ALABAMA ARTS ALLIANCE EXECUTIVE DIRECTOR DONNA RUSSELL SAYS \$1.3 MILLION IS NOT ENOUGH TO FUND ARTS EDUCATION, AND SHE’S TRYING TO CHANGE THE MIND OF LAWMAKERS.</p>
<p>VOCAL WARM UP</p>	<p>:10</p>	
<p>SOUNDBITE - DONNA RUSSELL/ALABAMA ARTS ALLIANCE EXECUTIVE DIRECTOR:</p>	<p>:17</p>	<p>SOUNDBITE - DONNA RUSSELL/ALABAMA ARTS ALLIANCE EXECUTIVE DIRECTOR: WE STARTED OUT WITH 500,000. AND SO IT'S BETTER THAN NOTHING, FOR SURE, IT WAS ABSOLUTELY SO THAT \$500,000 WAS USED TO DISSEMINATE FUNDS IN THE FORM OF GRANTS TO SCHOOLS AROUND THE STATE WHO WOULD YOU KNOW, APPLY FOR THOSE GRANTS. SO NOW, I THINK BECAUSE PEOPLE HAVE ADVOCATED AND BECAUSE WE'RE TRYING TO SHOW OUR LEGISLATORS, YOU KNOW, THE EFFECTS THAT ARTS EDUCATION CAN HAVE. WE'RE THAT LINE ITEM IS NOW \$1.3 MILLION.</p>
<p>NAT SOUND DESCRIPTION: BACKGROUND MUSIC/ACTING FROM CULLMAN THEATRE</p>	<p>:12</p>	<p>REPORTER VOICEOVER/FACT: THE MAJORITY OF EDUCATION FUNDING COMES FROM SALES TAX. SALES TAXES ARE UNSTABLE BECAUSE THEY FLUCTUATE DEPENDING ON THE ECONOMY. NOT ONLY DO SCHOOLS STILL FACE</p>

<p>SOUNDBITE - DONNA RUSSELL/ALABAMA ARTS ALLIANCE EXECUTIVE DIRECTOR:</p> <p>NAT SOUND DESCRIPTION: LEGISLATIVE MEETING SPEAKING</p>	<p>LENGTH:</p> <p>:06</p>	<p>FUNDING LIMITATIONS AFTER THE STOCK MARKET CRASHED IN 2008, BUT THEY ALSO STRUGGLE WITH THE LACK OF TEACHER UNITS DEDICATED TO THE ARTS.</p> <p>SOUNDBITE - DONNA RUSSELL/ALABAMA ARTS ALLIANCE EXECUTIVE DIRECTOR: THERE IS A SHORTAGE OF ART TEACHERS. BUT THERE'S ALSO THERE'S A LACK OF FUNDING FOR THOSE TEACHER UNITS IN THE SCHOOLS. RIGHT. SO WE DID A SURVEY. NOW, ABOUT 10 YEARS AGO, BUT WE DISCOVERED THAT ABOUT 70% OF OUR PUBLIC SCHOOLS DO NOT HAVE ANY ARTS.</p>
<p>SOUNDBITE - DONNA RUSSELL/ALABAMA ARTS ALLIANCE EXECUTIVE DIRECTOR:</p> <p>NAT SOUND DESCRIPTION: BAND ROOM NOISE INTO MUSIC REHEARSAL</p>	<p>:07</p> <p>:12</p>	<p>REPORTER VOICEOVER/FACT: RUSSELL SAID SHOWING THE IMPACT AND SUCCESS STORIES \ ARE ESSENTIAL WHEN ADVOCATING FOR THE ARTS</p> <p>SOUNDBITE - DONNA RUSSELL/ALABAMA ARTS ALLIANCE EXECUTIVE DIRECTOR: WE STARTED AT \$500,000. IT'S BETTER THAN NOTHING. THAT \$500,000 WAS USED TO DISTRIBUTE FUNDS IN GRANTS TO SCHOOLS AROUND THE STATE. THE LINE ITEM INCREASED FROM \$500,000 TO \$1.3 MILLION BECAUSE PEOPLE ADVOCATED AND TRIED TO SHOW OUR LEGISLATORS THE EFFECTS THAT ARTS EDUCATION CAN HAVE.</p>
<p>SOUNDBITE - ANSLEY FRACHISEUR/ALABAMA SYMPHONY ORCHESTRA MARKETING:</p> <p>NAT SOUND DESCRIPTION:</p>	<p>:07</p> <p>:05</p>	<p>REPORTER VOICEOVER/FACT: ORGANIZATIONS ACROSS ALABAMA ARE TRYING TO GIVE STUDENTS VIRTUAL LEARNING OPPORTUNITIES. ANSLEY FRACHISEUR ALABAMA SYMPHONY ORCHESTRA MARKETING EMPLOYEE SAYS THEIR OUTREACH TO STUDENTS IS BROADER BECAUSE OF VIRTUAL MEETINGS.</p> <p>SOUNDBITE - ANSLEY FRACHISEUR/ALABAMA SYMPHONY ORCHESTRA MARKETING: OUR OUR GOAL IS TO SERVE AS THE STATE'S ORCHESTRA AND THAT'S ACTUALLY SOMETHING THAT COVID HAS AIDED IN BECAUSE OF ALL LIKE THE ORIGINAL CONTENT AND STUFF YOU</p>

<p>DISAPPOINTED CROWD</p> <p>SOUNDBITE - ANSLEY FRACHISEUR/ALABAMA SYMPHONY ORCHESTRA MARKETING:</p>	<p>:08</p> <p>:06</p> <p>:06</p>	<p>KNOW IT'S IT IS WHAT IT IS AND WE WOULD LOVE YOU KNOW WOULD PREFER TO HAVE LIVE STUFF AND WHATNOT BUT THAT'S SOMETHING THAT HAS BEEN A LITTLE BIT OF AN ADVANTAGE IS YOU KNOW SINCE WE'RE LOCATED IN BIRMINGHAM A LOT OF OUR STUFF LIKE PEOPLE DON'T WANT TO DRIVE ALL THE WAY TO BIRMINGHAM OR YOU KNOW SUBS IN THE MIDDLE OF THE WEEK AND YOU CAN'T REACH EVERYBODY BUT NOW WITH ALL THIS VIRTUAL STUFF LIKE I AM ABLE TO INVITE PEOPLE THAT LIVE IN HUNTSVILLE LIKE FOR SOMETHING ON A TUESDAY</p> <p>REPORTER VOICEOVER/FACT: ALABAMA SYMPHONY ORCHESTRA IS NO LONGER PUTTING ON CONCERTS OR EVENTS TO GENERATE REVENUE AND IS RELYING ON DONATIONS. ASO RESTRUCTURE THE COMPANY TO WORK WITH THE FUNDS AVAILABLE, BUT THEY STILL LACK FUNDING FOR OUTREACH PROJECTS.</p> <p>SOUNDBITE - ANSLEY FRACHISEUR/ALABAMA SYMPHONY ORCHESTRA MARKETING: SINCE WE DON'T HAVE A CONCERT, TICKET REVENUE RIGHT NOW 100% OF OUR BUDGET IS COMING FROM DONATIONS. AND WHETHER IT'S LIKE \$5, LIKE \$5,000, LIKE ANY AMOUNT MATTERS, IF YOU EVER IF YOU SEE ANY KIND OF FUNDRAISER OR ANYTHING THAT YOU CAN POSSIBLY CONTRIBUTE TO ARTS WISE, LIKE, DO IT BECAUSE THAT WILL MAKE A HUGE DIFFERENCE.</p> <p>REPORTER VOICEOVER/FACT: A REASON ASO WANTS TO INCREASE OUTREACH IS THAT EXPRESSION AND LEARNING THROUGH THE ARTS LEAD STUDENTS TO TAKE INNOVATIVE APPROACHES TO CRITICAL THINKING AND COMMUNICATION. ART STUDENTS' TEST SCORES ARE 20 TO 40 POINTS HIGHER THAN THE AVERAGE STUDENTS'.</p>
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	:05	<p>IN TUSCALOOSA, I'M JESSICA PATTERSON REPORTING.</p> <p>ANCHOR TAG: ALABAMA ARTS ORGANIZATIONS, EDUCATORS, AND STUDENTS HOPE TO SEE FUNDING AND CORE CURRICULUM DEVELOPMENT. YOU CAN SUPPORT ARTS EDUCATION IN ALABAMA BY VISITING ALARTALLIANCE.ORG OR ALABAMASYMPHONYORCHESTRA.ORG.</p>
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