







## “The Economy and Consumer Confidence” Script

		SHOT / TITLE	DESCRIPTION
1.	00:00	Animated Open	<b>Animated Open</b>
2.	00:05	Antonio Neves on camera 	<b>Antonio Neves:</b>  HI I'M ANTONIO NEVES. WITH THE ECONOMY STRUGGLING, PEOPLE ON STREETS LIKE THIS ONE ARE WORRIED ABOUT THE FUTURE. AND MANY SAY THE BIGGEST CHALLENGE IS RESTORING CONFIDENCE IN THE ECONOMY.
3.	00:16  00:18	Footage of stockholdings  Footage of Fredericksburg, VA	<b>VOICE OVER:</b>  CONSUMERS, WHO HAVE SEEN THEIR STOCKHOLDINGS FALL, ARE NO LONGER CONFIDENT ABOUT THEIR ECONOMIC FUTURE. AND, AS A RESULT, BUSINESSES IN PLACES LIKE FREDERICKSBURG, VIRGINIA ARE SEEING UNCERTAINTY TRANSLATE INTO LOWER SALES.
4.	00:29	Footage of Purvis Ford	<b>VOICE OVER:</b>  HERE AT PURVIS FORD, THE TOP SALESMEN USED TO SELL 40 TO 50 CARS A MONTH. IN OCTOBER, HE SOLD JUST ONE. DOUG DICKSON IS THE GENERAL SALES MANAGER.






5.	00:41	Doug Dickson on camera 	<b>Doug Dickson, Purvis Ford:</b>  ...and we've had to change with the times as far as what we do as a business to stay successful and to stay profitable.
6.	00:48	Footage of Purvis Ford	<b>VOICE OVER:</b>  PURVIS FORD IS ORDERING FEWER NEW CARS, CUTTING OVERTIME, AND REDUCING THE AMOUNT OF MONEY IT SPENDS ON ADVERTISING.
7.	00:55	Footage of Basil's Bistro 	<b>VOICE OVER:</b>  THE HARD TIMES MEAN FEWER STAFF AT BASIL'S BISTRO, A DOWNTOWN FREDERICKSBURG RESTAURANT. OWNER CHRISSY JONES HAS CUT STAFF FROM 13 TO 9 AND SAYS CUSTOMERS ARE MORE DEMANDING THEN EVER.
8.	01:08	Chrissy Jones on camera 	<b>Chrissy Jones, Basil's Bistro:</b>  People don't want to spend as much. They want more for their money. They want to spend less money. They are looking for more of a deal.



# the.Vote






9.	01:17          01:26	Footage of Fredericksburg, VA  Footage of Benjamin Walker in his store	<b>VOICE OVER:</b>  BASIL'S BISTRO IS IN FREDERICKSBURG'S TOWN CENTER. IT'S A MIX OF RESTAURANTS AND SMALL SHOPS, MOST FAMILY OWNED. GIFT STORE OWNER, BENJAMIN WALKER, HAS BEEN IN BUSINESS THERE FOR ABOUT 10 YEARS. HE NOW HEADS THE DOWNTOWN MERCHANT'S ASSOCIATION.
10.	01:33	Benjamin Walker on camera  <small>Benjamin Walker Walker Home</small>	<b>Benjamin Walker, Downtown Merchant's Association:</b>  This year it's s a perfect storm where you are going to have people, even if they have a job, even if they have access to credit, even if they live within their means, and even if they have had no house foreclosed on their street, and the are sitting pretty, they are going to be holding on to their money, and they are not confident about spending that money.
11.	01:49	Footage of students on Mary Washington University's campus 	<b>VOICE OVER:</b>  THAT INCLUDES STUDENTS AT NEARBY MARY WASHINGTON UNIVERSITY.



# the.Vote




12.	01:53          02:03	Megan Lamb on camera      Amy Leap and Megan Lamb on camera  	<b>Megan Lamb, Student:</b>  Well there's the necessities, like I have to pay for food, I have to pay for, you know, my groceries and all that kind of stuff. But I'm not shopping for, you know, clothes and the frivolous things like I normally do.  <b>Amy Leap, Student:</b>  Like for books and stuff, I guess. That comes first before anything else, so I guess right now I'm just focusing on my college education and not so much spending money.
13.	02:12	Zwe Muang on camera  	<b>Zwe Muang, Student:</b>  If I spend it on any extra things, I'm just afraid I might not have enough to pay off for college later on and, you know, I don't want to be in debt.
14.	02:22       02:25	Footage of students on Mary Washington University's campus       Lance Slaughter on camera  	<b>Lance Slaughter, Wachovia Securities:</b>  Consumer spending is very important to the economy, it accounts for about two thirds of our total economy. So consumer spending is vital.



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15.	02:32	Footage of Lance Slaughter at his desk	<b>VOICE OVER:</b>  LANCE SLAUGHTER FOLLOWS THE ECONOMY FOR WACHOVIA SECURITIES.
16.	02:36  02:42  02:49	Lance Slaughter on camera  “The Consumer Confidence Index” graphic  Lance Slaughter on camera	<b>Lance Slaughter, Wachovia Securities:</b>  Consumer confidence relates directly to how people feel about their personal situation, their outlook. There is even an index which measures consumer confidence. It’s considered to be a leading economic indicator because it lets you know what people are thinking about the next... say six months out.
17.	02:54  03:00	Footage of gift store  Footage of David Cho	<b>VOICE OVER:</b>  WHEN CONSUMERS ARE WORRIED AND THEY REDUCE THEIR SPENDING, THE ENTIRE ECONOMY SLOWS DOWN. DAVID CHO OF THE WASHINGTON POST HAS BEEN FOLLOWING THE EFFORTS TO GET THINGS BACK ON TRACK.
18.	03:06	David Cho on camera  	<b>David Cho, Washington Post:</b>  Everything the government is doing is really aimed at bolstering trust, bolstering confidence in the banking system.





# the.Vote


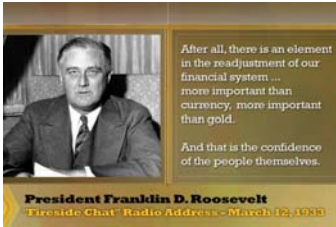


19.	03:13  03:16  03:23	Footage of stockholdings  Footage of White House and Capital   Footage of gift shop	<b>VOICE OVER:</b>  THE FIRST STEP THE GOVERNMENT TOOK WHEN THE FINANCIAL CRISIS EXPLODED IN SEPTEMBER WAS TO ASK CONGRESS TO APPROVE A 700 BILLION DOLLAR RESCUE PLAN...  PEOPLE ARE NOW LOOKING FOR THE NEW PRESIDENT AND HIS ADMINISTRATION TO GET THE ECONOMY MOVING AGAIN.
20.	03:29	David Cho on camera	<b>David Cho,</b> <i>Washington Post:</i>  They're going to have to take action, and tell the markets: we're behind these institutions, we're behind these forms of lending so, you know, you can have confidence in them.
21.	03:40	Rosalyn Cooperman on camera 	<b>Rosalyn Cooperman,</b> <b>Mary Washington University:</b>  One of the things that any new President will surely take advantage of is this honeymoon period and so this reservoir of good will that the American public will feel for an incoming President.



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22.	03:50	Footage of Rosalyn Cooperman and Antonio Neves	<b>VOICE OVER:</b>  HISTORIAN ROSALYN COOPERMAN, OF MARY WASHINGTON UNIVERSITY, SAYS THE PRESIDENT ALSO HAS TO SET A POSITIVE TONE.
23.	03:57	Rosalyn Cooperman on camera	And he can be the cheerleader for the nation about, you know, what his administration or what the federal government is doing for the economy.
24.	04:04	Footage of past Presidents 	<b>VOICE OVER:</b>  THAT'S SOMETHING PRESIDENT'S HAVE OFTEN DONE IN THE PAST...
	04:08	Archival footage and photos of man at gas station, 1930s newspaper, and Franklin Roosevelt	DURING TIMES OF ECONOMIC UNCERTAINTY. ONE OF THE BEST KNOWN EXAMPLES WAS DURING THE GREAT DEPRESSION OF THE 1930'S. PRESIDENT FRANKLIN ROOSEVELT COMBINED AGGRESSIVE FINANCIAL POLICIES WITH A SERIES OF RADIO ADDRESSES KNOWN AS "FIRESIDE CHATS."
25.	04:23	Photo of Franklin Roosevelt and graphic 	<b>Franklin Roosevelt, Former U.S. President:</b>  After all there is an element in the readjustment of our financial system, more important then currency, more important then gold, and that is the confidence of the people themselves.



# the.Vote



26.	04:34          04:40	Footage of Barack Obama and John McCain campaigning     Footage of Benjamin Walker, Doug Dickson, and Chrissy Jones  	<b>VOICE OVER:</b>  HISTORICALLY, THAT CONFIDENCE AND THE ECONOMY IMPROVE AFTER A NEW PRESIDENT TAKES OFFICE. IN THE MEANTIME, THE MERCHANTS IN FREDERICKSBURG ARE TRYING TO STAY POSITIVE, AND WORKING TO KEEP THEIR CUSTOMERS.
27.	04:46       04:53	Chrissy Jones on camera     Footage of Fredericksburg, VA	<b>Chrissy Jones, Basil's Bistro:</b>  It's all about the people and not so much about the money at this point. Because we're trying to create a relationship during this recession, so that these people come back when they do have the money to spend.
28.	04:57	Footage of Fredericksburg, VA	<b>VOICE OVER:</b>  I'M ANTONIO NEVES FOR THE.NEWS.

**If you wish to stop the video at any time, refer to the running time listed on the printed script. Each segment begins at 00:00 and the time is displayed in the lower corner of your video player.**