

LAURIE LAMSON
Writing Samples



SHARP & Readiness

U.S. Army Sexual Harassment/Assault Response & Prevention PSA (one of video & audio series)
Script by Laurie Lamson for Shot Glass Films

Link to video: <https://www.dvidshub.net/video/598064/sharp-and-readiness>

Script: see below

“Laurie has the ability to turn the mundane into poetry, she is a true artisan of her craft. Her beautiful writing style and sensibilities have been a huge asset to every project that we have collaborated on... every aspect of our creative endeavors is extremely productive and most importantly, painless!” - Eric Jackson, Director, formerly Showreel, Inc., now Shot Glass Films

310.447.1789
laurie@jazzymae.com
jazzymaedmedia.com

SC	VISUAL	AUDIO
	<p>EXT. HANGAR (LOS ALAMITOS) – NIGHT</p> <p>One slow-motion shot: a line of Male and Female Soldiers checking their equipment and getting on a Black Hawk.</p> <p>Now on the Black Hawk, the Male Soldier and Female Soldier share a comradely moment looking at each other with encouragement – acknowledging they are going into battle together.</p>	<p>NARRATOR: Readiness for combat is the Army’s number one priority.</p> <p>It means being able to perform anywhere, any time.</p> <p>FEMALE SOLDIER (V/O): It means being able to trust the person next to me.</p> <p>V/O NARRATOR: Sexual harassment and Assault undermine trust and destroy readiness.</p> <p>MALE SOLDIER (V/O): I can’t be ready if I don’t trust you.</p> <p>V/O NARRATOR: SHARP strives to build a culture of dignity and respect for all soldiers and between soldiers.</p> <p>FEMALE SOLDIER (V/O): Do you have my back?</p>
	<p>Sexual Assault.</p> <p>Sexual Harassment.</p> <p>Not in Our Army.</p> <p>877-995-5247</p> <p>preventsexualassault.army.mil</p>	<p>V/O NARRATOR: Sexual Assault. Sexual Harassment. Not in Our Army.</p>



Care for Our Planet

Lifecycle conservation video for Levi Strauss & Co.

Script by Laurie Lamson for Showreel, Inc.

Video won *Aegis*, *Telly* and *CINE Golden Eagle* awards

Link to full video: <https://youtu.be/pf79ZvKz7ek>

Script Intro/excerpt:

SC	AUDIO	VIDEO
1	Upbeat Hip Music Intro.	<p>INT. College Dorm Room</p> <p>A college boy rolls out of bed wearing boxers, t-shirt and socks.</p> <p>He pulls on a pair of Dockers on the floor, slips on sneakers, runs hand through his hair, grabs a backpack and is out the door.</p> <p>GRAPHIC OVERLAY: <i>Wash Less</i></p>
2	Music fades out.	<p>PROJECT TITLE CARD: <i>HELP CARE FOR OUR PLANET</i></p>
3	<p>V/O Narrator: We commissioned an outside company to do a lifecycle study of our top products.</p>	<p>INT. Levi's Plaza Store</p> <p>EMPLOYEE stacks Levi's Close Up on Levis 501s label</p>
4	<p>V/O Narrator: To help us understand what we can do to minimize their impact on the environment.</p>	<p>INT. Levi's Plaza Store</p> <p>Stack of Dockers Original Khakis Close Up on Dockers.</p> <p>A CUSTOMER'S HAND takes a pair of pants from the stack.</p>
5	<p>V/O Narrator: The results from the study surprised us.</p> <p>More than half of the climate impact comes once you take your jeans home.</p> <p>Your laundry habits make a big difference.</p>	<p>MONTAGE: Lifestyle vignettes - Interviewees in their environments (TBD)</p>

SoCal, So Easy

Commercial ad for Ontario International Airport (and two promo video scripts)

Script by Laurie Lamson for Shot Glass Films

Link to commercial: <https://youtu.be/LIUykldWozA>

Script: see below

Sc	Video	Audio
1	EXT. ONT – DAWN OR DAY Serene beauty shots of Ontario International come and go.	NARRATOR: Ontario International Airport....
2	EXT. ONT – DAY Beauty MONTAGE in and around Ontario International Airport of smooth-flowing traffic, and spacious parking.	NARRATOR: It's easy.
3	CREATIVE TREATMENT OF AREA MAP Highlight distance to Downtown L.A. and freeway crossroads to all of SoCal.	NARRATOR: Like our location. Getting in and out...
4	EXT. FREEWAY – DAY Smooth-flowing commuter traffic to Ontario in the morning.	NARRATOR: ...is easy.
5	EXT. EACH PARKING OPTION – DAY Parking spots (showing not too close together) someone parking,	NARRATOR: Since life's too short to waste time driving around in circles...
6	EXT. ONT – TERM 4 – DAY Valet returns a car to a Customer coming out of Term 4.	NARRATOR: Parking is easy.

Sc	Video	Audio
7	<p>INT. ONT – DAY</p> <p>Passengers (point of view) of modern, spacious terminal.</p>	<p>NARRATOR: Spacious terminals make checking in...</p>
8	<p>INT. ONT – TERM 4 MAIN LOBBY - DAY</p> <p>Friendly staff greet a Passenger checking in.</p>	<p>NARRATOR: ...easy.</p>
9	<p>INT. ONT – SECURITY CHECKPOINT - DAY</p> <p>Commuter gets through Security with ease – with friendly, efficient Security Staff.</p>	<p>NARRATOR: Short lines make getting through security.... easy.</p>
10	<p>INT. ONT – TERM 4 MAIN LOBBY - DAY</p> <p>Pop up news / gifts and coffee shop prior to going thru security.</p>	<p>NARRATOR: We're upgrading amenities,</p>
	<p>Renovation and Remodel – models, mock-ups, animation?</p> <p>New restaurant offerings.</p> <p>Electronics shop.</p>	<p>NARRATOR: like the restaurants and shops, ...</p>
11	<p>INT. ONT – GATE - DAY</p> <p>Passenger waiting at gate online on his or her computer.</p>	<p>NARRATOR: ...and adding free wi-fi, to make your life... easy.</p>
12	<p>INT. ONT – GATE - DAY</p> <p>Display showing a flight leaving for Mexico with passengers lined up to board.</p>	<p>NARRATOR: International travel... easy.</p>

Sc	Video	Audio
13	<p>EXT. SOUTHERN CALIFORNIA – DAY</p> <p>Palm trees, sunshine, ...</p>	<p>NARRATOR:</p> <p>And our close proximity to Los Angeles and all of Southern California makes travel... easy.</p>
14	<p>EXT. SOUTHERN CALIFORNIA – DAY</p> <p>Family or businessman enjoying driving in a car in sunny SoCal.</p>	<p>NARRATOR:</p> <p>For Southern California residents seeking convenience, comfort,...</p>
15	<p>EXT. ONT RUNWAYS – DAY</p> <p>Beauty shots of big planes of different airlines taxi-ing, taking off, landing highlighting.</p>	<p>NARRATOR:</p> <p>And easy on-time travel, Ontario International Airport...</p> <p>The decision... is easy.</p>

Client: Qure Water

Product: Alkaline Water

Spec Commercial by Laurie Lamson

Previous ad 2016: <https://youtu.be/CGse5AxGC3g>

Intro 2017: https://youtu.be/P_sJM7u7Hek

SC	AUDIO	VIDEO
1	V/O NARRATOR: Bone weakness. TOTO barks at Dorothy.	INT. Kansas Farmhouse – Dorothy's Bedroom – Day Dorothy sits up wearily. SFX flash on and off: X-ray of Dorothy's skeleton. Toto is next to the bed eagerly wagging his tail.
2	DOROTHY: Ow. V/O NARRATOR: Tooth sensitivity.	INT. Kansas Farmhouse – Bathroom – Day Dorothy brushes her teeth. She brushes more gently.
3	V/O NARRATOR: Problems with extra weight.	INT. Kansas Farmhouse – Bathroom – Another Day Dorothy is looking chubby. She steps on a scale and grimaces.
4	BACKGROUND OMINOUS MUSIC BEGINS QUIETLY. V/O NARRATOR: Trouble sleeping. Acidic bodies are unhealthy bodies. BACKGROUND OMINOUS MUSIC SWELLS. WICKED WITCH (O.S): Surrender, Dorothy!	INT. Kansas Farmhouse – Dorothy's Bedroom – Night Dorothy turns over restlessly in her bed.

SC	AUDIO	VIDEO
5	<p>WICKED WITCHES: (in unison) Acid! Acid! Ah-ha-ha-ha-ha!</p>	<p>SFX/INT. Dark Space/Dorothy's Stomach - Night</p> <p>The Wicked Witch with her green face is in a dark undefined space (Dorothy's stomach.) She gleefully contorts her evil green face.</p> <p>PULL BACK to reveal a whole bunch of Wicked Witches.</p>
6	<p>V/O NARRATOR: Alkaline Water balances your system...</p>	<p>EXT. Kansas Farm - Kitchen - Day</p> <p>Dorothy picks up a bottle of Qure Alkaline Water.</p> <p>Motion Graphics pop out of the bottle as she drinks it: "QURE Alkaline Water"</p>
7	<p>WICKED WITCH: My beautiful wickedness...!</p>	<p>SFX/INT. Dark Space/Dorothy's Stomach - Night</p> <p>Water pours into the dark space onto the witches. They start melting away.</p>
8	<p>DOROTHY: Aaah.</p> <p>V/O NARRATOR: Balance your body for better health and wellbeing.</p>	<p>EXT. Farmhouse in Kansas - Day</p> <p>Dorothy steps out on the porch with a big grin. She bends to pet Toto.</p> <p>Toto follows Dorothy as she saunters away from the Farmhouse.</p>

Adobe, Inc.

Tech Summit 2022: Inventing Beyond Barriers

Research/Treatments/Approaches to Interviews for Thirteen Speakers for XISM

“Laurie is a sharp thinker, great collaborator and was very generous in accommodating our unpredictable schedule and sometimes crazy work hours. Laurie's wide-ranging professional experience allowed her to quickly and effectively hop into a broad set of asks and tasks - and deliver the goods in short order.” – James A. Kern, Chief Experience Officer/Founder, XISM

Excerpt:

Speaker

Hugh Herr, PhD

Professor of Media Arts and Sciences and Biomechatronics Group founder, MIT

Speaker Summary

Time Magazine coined Dr. Herr the “Leader of the Bionic Age” because of his revolutionary work in the emerging field of Biomechatronics – technology that marries human physiology with electromechanics. A double amputee himself, he is responsible for breakthrough advances in bionic limbs that provide greater mobility and new hope to those with physical disabilities.

Topic(s)

- Discusses how tech marries human physiology with electromechanics
- Using nature to drive design
- The interplay of biology and design

Description / Creative Outline

To convey Professor Herr’s passion for his work and the emotional resonance of the results we can elegantly intercut his voice seamlessly bridging over visual demonstrations from Biomechatronic videos and his Ted Talk - especially his beautiful dance with Boston marathon survivor dancing on her new bionic leg.

Existing Media Assets – Wish List

Excerpts from Biomechatronic videos and some animation:

<https://vimeo.com/user19462571>

Excerpts from Hugh Herr ‘s TED talk, “New Bionics Let Us Run, Climb and Dance”:

<https://youtu.be/CDsNZJTWw0w>

PR for Art Critic/Consultant Edward Goldman
By Laurie Lamson

Excerpt:

THE FINE ART OF ART COLLECTING



The Fine Art of Art Collecting is a series of interactive, multi-dimensional classes masterminded by art critic, consultant, and the famed host of KCRW-FM's "Art Talk": **Edward Goldman**.

Art has always held fascination for people of all ages and backgrounds. But to the uninitiated, art collecting and living with art have long held a rarefied mystique.

The art scene has changed – new artists, new ways to exhibit, and a whole new breed of collectors. As collecting has become more democratic, individuals can now acquire art on a limited income. A lot of this revolution is happening right here in Los Angeles!

The Fine Art of Art Collecting is for anyone who loves art or just wants to learn more about it. It's for individuals who already collect, and those interested in learning how to start.

ADVENTURES FOR ART LOVERS

Every few months, Edward provides twenty students with a series of Saturday morning art adventures to explore "backstage" of the contemporary Los Angeles art scene.

Along the way, the "nuts and bolts" of art collecting are explored, such as how to begin art collecting, how to negotiate a favorable deal with a gallery, how to place artwork in your home and the "care and feeding" of an art collection.

No book can begin to offer the experience provided by **The Fine Art of Art Collecting** – up close, informal conversations with museum curators, gallery owners, artists, and private collectors, all guided by a passionate and knowledgeable expert who has devoted his life to getting people excited about art.

Marwan's Juicy Patties: *Delicious from the Inside Out*

Tagline, copy and photos – excerpt from website - by Laurie Lamson



What is a Jamaican Patty?

The Jamaican patty is a baked crust filled with delicious goodness – whether chicken, beef, fish, or vegetarian. Patties are an everyday street food for most Jamaicans – it's an easy, affordable, satisfying meal.

Many cultures have their version of a stuffed bread or pastry: the empanada of Spain and Latin America, the Italian calzone, the British and Australian pasty, the Indian samosa, the Greek spanakopita, and the American Hot Pocket®.

Americans are always on the go and often looking for a tasty alternative, so the Jamaican patty is a natural fit with the modern lifestyle. You can enjoy a warm patty with a salad for lunch, bring a dozen to add spice to a potluck dinner, surprise and satisfy guests at a Super Bowl party, or just pop one or two in a toaster oven to bring with you when you're hungry and in a hurry. The Jamaican patty will never let you down.



beef patties and Jamaican ginger beer



"baby" patties

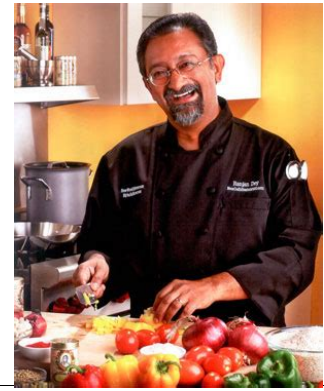
Flavors and Fables with Ranjan Dey

Indian cooking show pilot for Purple Pictures

Script by Laurie Lamson with contributions from Chef Ranjan Dey

“It’s not about the problems, it’s about the solutions.’ I never forgot Laurie telling me this, and I often find myself repeating it.”

- Jeff Piccinini, Producer, Director, DP, Editor



Script Excerpt/Intro:

Host/Concept/Recipe Writer: Ranjan Dey Producer/DP/Co-Director: Jeff Piccinini Scriptwriter/Co-Director: Laurie Lamson		Est. Timing: 23 mins. per episode (stage/field times = 9 mins total.) Kitchen sequences: 12.0 mins. Stage sequences: 4.0 mins. Field sequences: 5.0 mins. Generic Open + Close: 2.0 mins.
SC	AUDIO	VIDEO
1	<p>SERIES OPEN: Musical intro.</p> <p>V/O Narrator: Mark Twain once called India ‘The land of dreams and romance... the one land that all desire to see.’</p> <p>Music.</p> <p>V/O Narrator: ”The Flavors and Fables of India” takes you on a gourmet tour to the regional culinary centers of India.</p> <p>This alluring subcontinent has dazzled visitors for centuries with its opulent palaces, stunning natural beauty, diverse cultures and cuisines. Explore this colorful land of spices, legends and maharajas.</p>	<p>Stills: old-fashioned Map of India.</p> <p>Stills/Stock Footage: photos with faded edges move over the map. Ex. Cityscapes & Taj Mahal.</p> <p>Graphic Title: “Flavors & Fables of India”</p> <p>Graphic Title: “featuring regional cuisine”</p> <p>Montage: - INT. Food shots mix with...</p> <p>- Stills/Stock: India landscapes and...</p> <p>- Stills: old names on map: “Calcutta”, “Delhi”, “Agra”, “Bombay”, “Bengal”, “Mughal”, “Tandoori”, “Goa”, “Madras”.</p>



USAID - Primary Healthcare Awareness Campaign

Playbook, two social media toolkits, and writing/copy editing for social media posts and pictograms by Laurie Lamson for OneWorld Communications

"I felt great working on this project with you. I think the client is happy, and much of that is due to your skill as a writer and your dedication to be so responsive and quick!" – Jonathan Villet, President, OneWorld Communications

Playbook excerpt

We're excited to highlight some of the tremendous progress we've made toward making primary health care more universally accessible



7.9M

newborns reached with after-delivery care since 2012.



13.2M

health workers trained in maternal and child health and nutrition since 2012.



34.7M

children vaccinated against deadly preventable diseases since 2012.



54M

lives saved through diagnosis and successful treatment of people with TB since 2000.



85.5M

people, including 112 million pregnant women, tested and given HIV counseling through PEPFAR in 2017.



2.3B

neglected tropical disease treatments delivered through school and community-based platforms by 2018.

As you can see, we are making progress. We could not accomplish any of this without your support, commitment, and active participation. Thank you.

Now is the time to build on this momentum.

Social Media Toolkit excerpt

Ensuring access to primary health care is the first step to building strong families, stable communities, and productive nations.

The U.S. Agency for International Development (USAID) is proud to work with you - together we have made significant progress towards strengthening primary health care systems and producing positive outcomes with vulnerable populations.

As the global health community prepares for the Alma Alta Global Conference on Primary Health Care (October 25-26 in Astana, Kazakhstan), it's the perfect time to increase our momentum by raising public awareness of our goals and accomplishments.

This is a real opportunity to push for greater access to primary health care in your region. We ask you to support and actively participate in this social media campaign so we can accelerate our progress together.

Below we're providing compelling social media content and images that are easy to use. You can also share pictures from your own geographic region.

We know you have important stories to tell about increasing access to primary health care, so feel free to customize our social media posts and pictograms to your own contributions.

Select Posts

Local communities play a vital role in helping deliver #PrimaryHealthCare services, promoting healthy behaviors & holding their #healthsystems accountable. #USAIDTransforms: learn more @USAIDGH [LINK TO NEW USAID PHC LANDING PAGE]

Investments in #PrimaryHealthCare are the best way to help countries make quality health care more affordable, sustainable & accessible to all. #HealthForAll. Follow conversation w/ @WHO @UNICEF @USAIDGH & visit our web page. [LINK TO NEW USAID PHC LANDING PAGE]

Strong, sustainable #healthsystems safeguard national security by building resilience against public health threats & infectious disease outbreaks. It starts with #PrimaryHealthCare. Learn more @USAIDGH [LINK TO NEW USAID PHC LANDING PAGE]

Cheers for volunteers! #PrimaryHealthCare helped save 48M children's lives since 2000, due to the commitment of volunteer community health workers & those who trained them. #USAIDTransforms - follow the conversation @USAIDGH [LINK TO NEW USAID PHC LANDING PAGE]

@USAIDGH works with countries to plan, fund & manage their continued progress in #PrimaryHealthCare toward #HealthForAll. Statistics from 2012-2017 demonstrate that USAID's efforts are making a difference. Visit our page to learn more. [LINK TO NEW USAID PHC LANDING PAGE]