

LAURIE LAMSON WRITING SAMPLES

Scriptwriting

Project: *Flavors and Fables with Ranjan Dey* cooking show pilot

Script by: Laurie Lamson, with contributions by Chef Ranjan Dey

(Video produced by: Purple Pictures)

“I’ll never forget Laurie telling me, ‘It’s not about the problems, it’s all about the solutions.’ Over the years, I find myself repeating that often.”

- Jeff Piccinini, Producer, DP, Director, Purple Pictures



Excerpt: Series intro and beginning of pilot episode

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	VIDEO	AUDIO
1	SERIES OPEN SEQUENCE/MONTAGE: Stills: old-fashioned Map of India. Stills/Stock Footage: photos with faded edges move over the map. (Cityscapes, Taj Mahal.) Graphic Title: “Flavors & Fables of India” Graphic Title: “featuring regional cuisine” INT. Food shots mix with... Stills/Stock: India landscapes and... PAN & SCAN old names on map: “Calcutta”, “Delhi”, “Agra”, “Bombay”, “Bengal”, “Mughal”, “Tandoori”, “Goa”, “Madras.”	Musical intro. Narrator V/O: Mark Twain once called India ‘The land of dreams and romance... the one land that all desire to see.’ Music. Narrator V/O: “The Flavors & Fables of India” takes you on a gourmet tour to the regional culinary centers of India. 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.

SC	VIDEO	AUDIO
2	<p>SERIES OPEN SEQUENCE/MONTAGE (contd):</p> <p>EXT. Restaurant – NIGHT</p> <p>INT. Restaurant - NIGHT</p> <p>CHEF RANJAN greets CUSTOMERS at restaurant.</p> <p>FIELD - DAY. San Francisco from other side of GG bridge (dreamy – half obscured by fog)</p>	<p>Narrator V/O: Your gourmet tour guide is Chef Ranjan Dey, owner of New Delhi Restaurant and New World Spices in San Francisco.</p>
2	<p>SERIES OPEN SEQUENCE/MONTAGE (contd):</p> <p>EXT. Restaurant – NIGHT</p> <p>INT. Restaurant – NIGHT</p> <p>CHEF RANJAN greets CUSTOMERS at restaurant.</p> <p>FIELD - DAY. San Francisco from other side of GG bridge (dreamy – half obscured by fog)</p>	<p>Narrator V/O: Your gourmet tour guide is Chef Ranjan Dey, owner of New Delhi Restaurant and New World Spices in San Francisco.</p>
3	<p>INT. Restaurant – NIGHT</p> <p>Busy restaurant, with STAFF serving food.</p> <p>CU of Customer opening menu.</p> <p>CU over shoulder inside menu.</p> <p>Chef Ranjan interacts with CUSTOMERS.</p>	<p>Narrator V/O: His experience of over 25 years in the Indian food and spice business ...</p>
4	<p>FIELD. Grocery Store – DAY</p> <p>Ranjan doing a demo in grocery store and/or admiring spices in store.</p>	<p>Narrator V/O: ... is infused with his passion for Indian culture.</p>
5	<p>INT. Restaurant/Kitchen – DAY</p> <p>Chef Ranjan mixing spices, chopping vegetables.</p> <p>Ranjan look up and smile at camera.</p>	<p>Narrator V/O: And now he wants to take you on a journey through the culinary diversity of India.</p>
6	<p>INT. Restaurant/Stage set – DAY</p> <p>Med CU pan over dishes featured on today's program.</p>	<p>CALCUTTA (Pilot) EPISODE OPEN:</p> <p>Indian cooking is a magic solution for people leaning towards a healthy, low-fat menu that offers unique flavors and tastes.</p>

7	<p>INT. Restaurant/Stage set – DAY</p> <p>Pull back to reveal: Ranjan on stage set - speaks to camera.</p> <p>INTERCUT: Still: Indian Kitchen - ie. tandoor oven. Still: Maharanee of Kuch Behar</p>	<p>Chef Ranjan: Indian cuisine may seem mysterious. It is a long journey from the ancient palaces of India to modern kitchens.</p> <p>But there's no reason any cook can't create delicious and tasty Indian-style dishes. In this program, I will demonstrate how simple and easy it is to create meals fit for royalty.</p>
8	<p>MONTAGE: Stills: old-fashioned Map of India, close in on "Calcutta".</p> <p>Stills: photos with faded edges move over the map - local scenes of Bengal/Calcutta (incl. fish & market scenes.)</p> <p>Stills/Stock: Bengal food dishes – steaming rice, dals, desserts, photo of dishes on this program.</p>	<p>Chef Ranjan V/O: Today I'm going to take you on a trip to Calcutta, the center of Bengali Food.</p> <p>The Bengali people are perhaps the greatest food lovers in the Indian subcontinent.</p> <p>A large part of Bengali culture is cooking with creativity and love to prepare leisurely meals of many courses.</p>

END EXCERPT



Client served: U.S. ARMY

Project: *Sexual Harassment/Assault Response & Prevention Education and Awareness Campaign* – forty video and audio PSA-style pieces

Services: Concept development and scriptwriting

(Videos produced by Shot Glass Films)

“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

Link to 1-min. video sample, SHARP & Readiness:

<https://jazzymaemedia.com/army-sharp-campaign/>

SHARP & Readiness video script:

SC	VISUAL	AUDIO
1	<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>
2	<p>GRAPHIC TEXT: Sexual Assault. Sexual Harassment. 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>

Sc	VISUAL	AUDIO
9	<p>ICV logo and/or office</p> <p>Anything of those ten businesses</p> <p>News clippings about ICV</p> <p>SCRIPT SUBTITLE, PRINT OR HANDWRITE as MOTION GRAPHIC: "From a wealth creation community perspective, investing in each other is vital." (Could overlap to next scene.)</p>	<p>V/O NARRATOR:</p> <p>In 1998, Tarrus co-founded ICV Partners, a private equity firm dedicated to inner-city and minority-owned businesses.</p> <p>By 2010, ICV had flourished, acquiring ten companies and expanding into a 500-million-dollar pension fund.</p>
12	<p>Still/video of Tarrus with his son</p>	<p>V/O NARRATOR:</p> <p>IMB stands for "Investors in Minority Business," a name suggested by his then-10-year-old son – he knows his Dad well!</p>
14	<p>Tarrus Richardson B-Roll FADE TO BLACK</p> <p>"SCRIPT SUBTITLE, OR PRINT OUT OR HANDWRITE as MOTION GRAPHIC: "Diversity is an asset."</p>	<p>V/O NARRATOR:</p> <p>Tarrus Richardson has built a community of entrepreneurs and investors working together with purpose: to create generational wealth and businesses that have a lasting positive impact on equity and inclusion.</p>
15	<p>CRMSDC Award logo/build FADE OUT.</p>	<p>Upbeat MUSIC.</p>

END EXCERPTS

More scriptwriting projects with available videos

Client served: Foodcycler

Projects: Branding/Image, How-to, and Product Comparison videos

Services: Concept development and scriptwriting

(Videos produced by Local Eyes Video Production)

Link to 1-min. Echo 3 lifestyle/image video:

<https://vimeo.com/localeyesvideo/review/871372849/c443ce2fe7>

Client served: Jackson HealthPros

Projects: Internal and external brand launch videos

Services: Concept development and scriptwriting

(Videos produced by Local Eyes Video Production)

Link to 1-min. internal video:

<https://app.frame.io/presentations/16dfa5ee-5a4d-4b64-87c0-4758141e9afb>

Client served: Levi Strauss & Co.

Project: *Care for Our Planet* lifecycle conservation education/promo video

Services: Concepts and Scriptwriting

Awards: Video won Aegis, Telly and CINE Golden Eagle

(Video produced by Showreel, Inc.)

Link to 2-1/2 min video:

<https://youtu.be/pf79ZvKz7ek>

Client served: State of Texas

Projects: *Employee Retirement System* animation explainer videos

Services: Concept development and scriptwriting

(Videos produced by Shot Glass Films)

Link to 6-1/2 min. video:

https://www.youtube.com/watch?v=A35kW_fXsV4

Copy and text writing

Client served: Edward Goldman

Project: *The Fine Art of Art Collecting with Edward Goldman* PR / program pitch

Service: Copywriting

The Fine Art of Art Collecting is a series of interactive, multi-dimensional classes masterminded by art critic, consultant, and the famed (former) 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.

Edward Goldman

Originally from St. Petersburg, Russia, Mr. Goldman was on KCRW-FM with his weekly *Art Talk* program for over 30 years, and as a guest host for *The Politics of Culture*. As a professional art collecting consultant and public speaker, he remains a popular figure on the local and international contemporary art scene.

Check out Laurie's interview with Edward on Spotify: [Art is My Religion](#).

Client served: Relevant Media, for their flax seed client

Project: *Are there Natural Cures and Remedies for Diabetes?* article

Services: Research and article-writing

Published on zikkir.com

INTRO and EXCERPTS:

More than 2,000 years ago, the Greek physician and philosopher Hippocrates declared: *"Let food be thy medicine and medicine be thy food."*

After the last 100+ years of a medical establishment 'hooked' on giving us drugs for what ails us, we are slowly returning to this ancient wisdom about our bodies and our health. Wise food choices represent a holistic, natural cure for diabetes and other ailments.

What is Diabetes?

Almost everyone knows someone who has it. It's estimated that 23.6 million people in the United States alone (almost 8 percent of the U.S. population) are living with diabetes, which is considered a serious, lifelong condition. But what is it and are there natural cures for diabetes?

Diabetes is a disorder of the pancreas that adversely affects the way your body processes food. Most foods you consume are broken down into a simple sugar called glucose. Insulin, a hormone produced in the pancreas, is needed to help move the glucose through your body – deciding whether to use it as energy or store it as fat. But with diabetes, the pancreas doesn't know how to adjust the amount of insulin to the amount of glucose, and blood sugar levels get out of whack. Over time these excessive swings in glucose levels can cause serious complications, like blood clots and blindness.

...

Flaxseed and Flaxseed Oil

Flaxseed is a natural remedy that tastes surprisingly good. It has a light nutty flavor and can easily be incorporated into your diet in a variety of ways. Whole seeds or ground flaxseed can be sprinkled on cereal or oatmeal, added to soups, smoothies, casseroles, pasta and used in baked goods. The natural oil from flax can be sprayed on salads and other foods, or taken as a 'teaspoon of medicine' or in capsule form. (Be sure to refrigerate as it can go rancid.)

Flaxseed is known for many health benefits and it is particularly helpful as a natural remedy for diabetes symptoms.

SIDEBAR:

100 grams of flaxseed yields about:

35 grams of fat (60% omega-3 polyunsaturated, 18% monounsaturated, 10% saturated)

26 grams of protein

26 grams of fiber (14 grams insoluble, 12 grams soluble)

4 grams of minerals

9 grams of water

"Laurie has one of the most natural writing voices that I have ever read. She is a unique talent that I can trust with any writing assignment and recommend her to any business looking for that special voice." - Rex Freiburger, Founder and SEO Expert, Highly Relevant Media

Laurie Lamson bio

Laurie is a produced and published writer who brings art, heart and soul to each endeavor.

She has written well over 100 produced film, video and audio scripts for education, marketing and entertainment, including a multi-award-winning feature film. Many client videos earned honors such as an Emmy nomination, Aegis, Telly, Communicator, CINE Golden Eagle awards, and international film festival awards.

Laurie's understanding of writing for the screen – with its emphasis on economical, visual, emotionally-engaging storytelling – is her secret weapon for writing engaging and easy-to-read text and copy.

In-house projects include a *2025 Datebook Planner for Artists, Writers, Creatives* (writer/graphic designer.) Creative collabs include the multi-award-winning metaphysical short romance film *Eternal Waltz* (director/editor/co-writer.)

Ratecard

Please request a quote for a specific project or screenwriting service

Scriptwriting (Corporate / Educational)	
	Finished Page: \$300 – 375
Includes meetings, research/development – up to three concepts, summary/synopsis if required, 1st draft, 2nd draft, 3rd draft, polish	
Text and Copy Writing, Presentation Design, Proofreading	
	1 hr: \$90
Package discounts available.	
Consulting/Coaching/Project Development and Support for Story, Book or Screenplay	
	First hour: \$125
	Thereafter per hour: \$85
Package discounts available.	
On-call Services, up to 40 hours per month	
	Current flat rate: \$2,750

Contact Info

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