



Barbara Rinehart

VIDEO SCRIPT NEW HIRE INTRODUCTION

My responsibilities were:

- ☞ Toured organization facilities
- ☞ Developed video concept
- ☞ Created structure of script
- ☞ Wrote audio content and defined video shots

Video Tour for New Hires

Our Company — World Class In Every Dimension

#	Video	Audio
1	Montage of various Wyeth Signs	Wyeth is world class in every dimension.
2	Employee shot	Our people, our facilities, and our dedication to our mission exemplify the extraordinary company that Wyeth endeavors to be.
3	Patient/physician shot	In every situation, Wyeth strives to reflect its mission: <i>To bring the world pharmaceutical and health care products that improve lives and deliver outstanding value to our customers and shareholders.</i>
4	Building shots	Wyeth Pharmaceuticals is one of the largest researched-based, pharmaceutical companies in the world and is...
5	Product shot	... responsible for the research, development, and manufacturing of some of today's most innovative medicines and therapies.
6	Tight shot of map of the world	Worldwide, Wyeth employees over 52,000 people on 5 continents.
7	Shot of rolling hills of Pa. Campus shots	Wyeth's Pharmaceuticals Headquarters, located on 340 acres in beautiful Collegeville, Pennsylvania, reflects our commitment and our values as well. This world-class campus is an ideal workplace environment.
8	Farm Shot	The bucolic property that Wyeth relocated to in September 2001 was originally a working dairy farm. In the 1980s, pharmaceutical and research facilities were constructed here.
9	New construction shots	September 2000 and renovation



VIDEO SCRIPTING

shots	Much thought and planning went into this new construction. The buildings and grounds were specifically designed to support Wyeth's goal of providing a balance between work and leisure. Reflecting purposeful design, the blueprints for Wyeth's Pharmaceutical Headquarters create a nurturing environment for its 4,700 employees.
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is into from	This newly expanded facility is a blend of its historical roots and an impressive contemporary facility.
s of	Located on the grounds at Wyeth Pharmaceuticals are 13 buildings, 9 of which are located on the main campus.
(tape	The 150-year old farmhouse converted into the Wyeth Guest House offers a unique blend of elegant country style living with modern amenities for visiting executives and special guests.
Conference Center (tape 4)	Nearby, is the Wyeth Pharmaceuticals Conference Center. This distinctly renovated early 19 th century barn reflects the heritage of Wyeth's beginnings while being equipped with accouterments to deliver modern-day meetings and conferences. The barn dates back to 1838 and the original milking shed is now a small annex off the first floor lobby.
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