

To: Amy Foster

From: Rubyclare Moore

Date: April 11, 2021

Subject: Proposed script for a YouTube video about Denton Preschool Centers Multi-Learner Program

Below you will find a script for a YouTube video that will inform the public on the Denton Preschool Centers Multi-Learner Program. This video outlines all of the ways that the Denton Preschool Center promotes multiple kinds of learning both in the classroom and outside on the playground. The video will show parents that kids learn in many different ways, including visual, auditory and tactile, and describe ways that the Multi-Learner program works to include those in the daily curriculum. I want to use this video to help parents learn about the Denton Preschool Center and choose to enroll their children in our school.

For the talent featured in this video, I must show all the diverse population of the Denton Preschool Center. This video will need people of all different races, genders and abilities. A majority of the actors and actresses that I have outlined are young children around the age of four. Specifics of this talent are a White boy who is blind, a White girl with hearing aids, an Asian girl in a wheelchair, a Black girl, A Hispanic girl with glasses, a Black boy, an Asian boy, a Hispanic boy, a middle-aged Hispanic woman and a young Black man in his late 20s. There is also a scene with a middle-aged Hispanic woman and a diverse classroom full of 15 children. Along with a scene of a Black man in his late 20's talking to the same class of 15 children outside.

SEO-friendly keywords would include:

Denton Preschool Center, Preschool children, Multi-Learner program, Multiple types of learning, Indoor classroom activities, Auditory learning, Visual learning, Tactile learning, Outdoor play and Gardening.

A video description that I would suggest being used is, "Denton Preschool Center is creating an environment for all students to interact with multiple types of learning throughout every day."

Along with the Denton Preschool Center's YouTube channel, this video can be used:

- During recruitment at the University of North Texas and Texas Woman's University education programs; to help find new teachers.
- On the Denton Preschool Centers Facebook page. Our main demographic is on Facebook and the video will be easy for others to share and spread the word.
- During a segment of NBC-5 Dallas Fort Worth morning news. This will reach a wide audience and get the word out about the organization quickly.

All of the minors in the video, along with their legal guardian, will need to sign permission slips agreeing to be a part of the video. Please let me know if you have any questions or comments regarding the YouTube script or anything in the memo. You can contact me at 940-332-8690 or DentonPreschoolCenterPR@gmail.com. Thank you.

Script Template

Video	Audio
[0:00-0:10] OPEN ON FULL SHOT OF: Rubyclare Moore (narrator) standing in front of the Denton Preschool Center facing the camera in the middle of the frame, the DPC logo in the bottom right corner.	“Hello, my name is Rubyclare Moore and I am the PR director for the Denton Preschool Center. We are located in Denton Texas and create high-quality childcare for low-income families”
[10 seconds] FADE TO PAN SHOT OF: A classroom in the preschool center where 15 children who are White, Hispanic, Black and Asian and a Hispanic female teacher are all playing together.	V/O: “At Denton Preschool Center we understand that children learn through visual, tactile and auditory learning. Each of these can be found in our new Multi-Learner Program.”
[10 seconds] CUT TO CLOSEUP OF: Narrator standing in the classroom from the shot before. The focus of the camera is now on the narrator.	“Our Multi-Learner program allows for each child to interact with multiple types of learning throughout the regular school day. The program is made up of centers inside the classroom and activities outside.” SOT: Children playing in a classroom
[10 seconds] CUT TO FULL SHOT OF: Narrator sitting with three children who are coloring at a table, one Hispanic girl with glasses, one Black boy and an Asian girl in a wheelchair.	“These centers allow children to interact with multiple types of learning and promote hands-on play.” SOT: Children playing in a classroom.
[10 seconds] CUT TO MID SHOT OF: A group of five diverse children reading together, one White boy who is blind reading braille, a white girl with hearing aids, a Hispanic boy, an Asian boy and a Black girl.	V/O: “Some of the activities include: Reading quality books and imaginary play such as house or store. This enables creative thinking and storytelling skills.” SOT: Children reading and sounding out a picture book with one another.
[10 seconds] CUT TO MID SHOT OF: Three children an Asian boy, a White girl with hearing aids, and an	V/O: “Students can learn new words through reading and create their own stories while playing pretend. Each of these skills helps promote visual and auditory learning.” SOT: Children playing house together.

Asian Girl in a wheelchair all playing in a playhouse together.	
[10 seconds] CUT TO MIDSOT OF: The building block center in the classroom.	V/O: “Other in-class centers such as building blocks, promote spatial awareness and fine motor skills.”
[10 seconds] CUT TO CLOSEUP OF: Two children, the Hispanic girl with glasses and the Black boy playing with the blocks trying to build a house.	V/O: “The blocks that the children play with can vary in size allowing the students to learn about balance. This hands-on activity connects with visual and tactile learning.” SOT: Children working together to build a house with blocks.
[10 seconds] CUT TO BUST SHOT OF: Narrator outside near the Denton Preschool Center playground. Children are blurry but can be seen running in the background.	“Outdoor play is also a part of our Multi-Learner Program. While outside children can learn about the environment through tactile and visual learning.”
[10 seconds] CUT TO EXTRA LONG SHOT OF: Children on the playground equipment.	V/O: “When children play on playground equipment, they strengthen their muscles, and promote exploration and creative thinking skills.”
[10 seconds] CUT TO FULL SHOT OF: Four children, the Asian girl in a wheelchair, the White blind boy, the Black girl and the Asian boy playing an imagination game around the playground equipment.	V/O: “When outside, children feel free to run and talk loudly with one another. This releases energy and promotes tactile and visual learning.” SOT: children talking and laughing about an imagination game they have made up.
[10 seconds] CUT TO PAN SHOT OF: The narrator walking and talking around the Denton Preschool Centers community garden.	“Gardening is another great tool that promotes learning. While doing so children can improve their knowledge of the environment.”
[10 seconds] CUT TO MID SHOT OF: Two children the Hispanic boy and the White girl hearing aids watering a couple of the plants in the garden.	V/O: “They also learn how to understand taking care of the plants and how to decide if the plant is getting enough water and sunlight.”
[10 seconds] CUT TO WIDE SHOT OF: The class sitting near the garden as the young Black man teaches the children about the plants in the garden.	V/O: “By learning these skills at an early age, children can carry them throughout their later education.”

<p>[10 seconds]</p> <p>CUT TO CLOSEUP SHOT OF: The classroom is full of 15 diverse students sitting in a circle listening to the middle-aged Hispanic woman talk.</p>	<p>V/O: “The Multi-Learner Program has helped over half of the students become more aware of types of learning they can use during the day.”</p>
<p>[10 seconds]</p> <p>CUT TO WIDE SHOT OF: The young Black man reading to a small group of 3 children. The blind White boy, the Black boy and the Black girl.</p>	<p>V/O: “This program has helped teachers connect with students in their class. They can now better meet the needs of specific students.”</p> <p>SOT: a man reading “<i>Chicka Chicka Boom Boom</i>” to a group of kids.</p>
<p>[10 seconds]</p> <p>FADE TO WIDE SHOT OF: Blank white page with the DPC logo in the top middle.</p> <p>SUPER: www.DentonPreschoolCenter.org 940-330-9082</p>	<p>V/O: “To enroll your child in this school or learn more about the program, visit our website at w-w-w-dot Denton-Preschool-Center dot org or call us at 940-330-9082 for more information. Thank you!”</p>

Podcast Script Template

Sound	Narration
[0:00-0:10] ESTABLISH, THEN UNDER FADE IN: Moonlight by Airtone	Hey everyone! My name is Rubyclare Moore, and I am a program coordinator for the Denton Preschool Center. I can't wait to talk to you all!
[30 seconds] FADE OUT: Moonlight by Airtone	Here at the D-P-C, we create high-quality childcare for low-income families. Did you know the United States has a large population of families in poverty? These families do not have access to quality healthcare due to a lack of health insurance. Access to quality food due to food scarcity or access to quality educational programs due to a shortage of resources in the area. In this podcast, I am going to discuss the impact of poverty on children's development and how the Denton Preschool Center works to combat this impact.
[10 seconds]	The first point I made regarding the impact of poverty on child development is the lack of access to quality health care. This can be true for physical and mental health care.
[30 seconds]	Stress is very common among people who live near the poverty line. The poverty line for families in Texas is those who make roughly 37 thousand a year or lower. Stress can lead to mental health problems such as depression and anxiety if not treated properly, and many low-income families do not have access to resources that assist them in managing stress. Often these families also do not have medical insurance making the cost of going to the doctor extremely expensive.
[10 seconds]	The D-P-C has quarterly health fairs that provide flu shots, vision and hearing screenings, pamphlets on physical and mental health and connect families to the community health resources they need.
[5 seconds]	The second point that I made is about the lack of quality food and nutrition that low-income families face.
[25 seconds]	A lot of the time low-income families do not have access to grocery stores in their area. This makes it easier for these families to get meals from fast-food restaurants rather than going out of their way to buy fewer food items for the same price at a grocery store. This lack of quality foods and nutrition can affect the way that children grow and act. Without good nutrition, children can experience health issues and a lack of motivation.
[20 seconds]	Denton Preschool Center has a community garden that is used to help teach children about growing fruits and vegetables. Families can also use the garden and get one basket of food per month if they sign up for the gardening program. During the school day, the staff at the D-P-C work to make sure that every meal the students eat is well balanced and nutritious.
[5 seconds]	My last point is that low-income families have a lack of quality educational programs.
[15 seconds]	Many low-income families do not have access to quality books or developmentally appropriate toys, at home or schools in their area. This means that these children are missing out on optimal learning

	environments. Making it challenging to grow and develop along with their higher-income peers.
[20 seconds]	At Denton Preschool Center all of the teachers are well trained and have degrees in education. There is access to high-quality educational toys and materials that children can learn and play with. Along with a quality curriculum that allows for multiple types of learning throughout the day. This access to resources impacts students in the classroom as well as has a long-lasting effect on them in later education.
[20 seconds] FADE IN, THEN UNDER, THEN ESTABLISH AND FADE OUT: Moonlight by Airtone	Well, that is all that I have for this episode. Tune in next week to learn about playground equipment that is accessible to all students. I hope that you enjoyed this podcast and found it informational. For more information on this topic or others related to it go to w-w-w-dot Denton Preschool Center dot org, Thank you!

Song credits: <http://dig.ccmixer.org/files/airtone/62740>

Listen to the Podcast:



References

Census, U. (2013). *Key Facts about Poverty and Income in Texas*. Retrieved from CPPP.org:
https://everytexan.org/images/EO_2014_ACSPovertyIncome_Charts.pdf