







# “The Economy and Consumer Confidence” Script

		SHOT / TITLE	DESCRIPTION
1.	00:00	Animated Open	<b>Animated Open</b>
2.	00:07	Footage of Barack Obama and John McCain campaigning 	<b>VOICE OVER:</b>  THE FOCUS OF BOTH PRESIDENTIAL CAMPAIGNS IS NOW THE ECONOMY. BOTH SENATORS, BARACK OBAMA AND JOHN MCCAIN, ARE...
	00:15	Footage of Fredericksburg, VA and computer graph of stock market 	PUSHING THEIR PLANS TO END THE SLUMP IN THE HOUSING MARKET AND THE CREDIT CRISIS ON WALL STREET. IT HAS BECOME THE KEY ISSUE IN IMPORTANT BATTLE GROUND STATES LIKE VIRGINIA.
3.	00:25	Antonio Neves on camera 	<b>Antonio Neves:</b>  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.



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4.	00:34  00:37	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.
5.	00:48	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.
6.	00:57	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.
7.	01:06	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.





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11.	01:49	Benjamin Walker on camera 	<p><b>Benjamin Walker, Downtown Merchant's Association:</b></p> <p>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.</p>
12.	02:07	Footage of students on Mary Washington University's campus 	<p><b>VOICE OVER:</b></p> <p>THAT INCLUDES STUDENTS AT NEARBY MARY WASHINGTON UNIVERSITY.</p>
13.	02:12  02:22	Megan Lamb on camera   Amy Leap and Megan Lamb on camera 	<p><b>Megan Lamb, Student:</b></p> <p>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.</p> <p><b>Amy Leap, Student:</b></p> <p>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.</p>



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14.	02:30	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.
15.	02:40   02:44	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.
16.	02:50	Footage of Lance Slaughter at his desk	<b>VOICE OVER:</b>  LANCE SLAUGHTER FOLLOWS THE ECONOMY FOR WACHOVIA SECURITIES.
17.	02:55  03:00  03:07	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.





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21.	03:48	David Cho on camera	<p><b>David Cho,</b> <i>Washington Post:</i></p> <p>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.</p>
22.	03:59	<p>Rosalyn Cooperman on camera</p> 	<p><b>Rosalyn Cooperman,</b> <b>Mary Washington University:</b></p> <p>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.</p>
23.	04:08	Rosalyn Cooperman on camera	<p><b>VOICE OVER:</b></p> <p>HISTORIAN ROSALYN COOPERMAN, OF MARY WASHINGTON UNIVERSITY, SAYS THE PRESIDENT ALSO HAS TO SET A POSITIVE TONE.</p>
24.	04:15	Rosalyn Cooperman on camera	<p>And he can be the cheer leader for the nation about, you know, what his administration or what the federal government is doing for the economy.</p>





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28.	05:04	Chrissy Jones on camera	<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.
	05:11	Footage of Fredericksburg, VA	
29.	05:15	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.**