

OLN TV PROMO – Script, Visual Design

“HAPPY LANDINGS.” :15

VISUAL

AUDIO

OPEN: From black

**FOOTAGE FROM SEASON 2:
Time Code specs on Avid**

Posterized coloring - oversaturated and pixilated - of arena, fans

DISSOLVES TO:

Still color bright but no longer pixilated:
staccato shots of cowboys doffing hats,
taking bows (#21)

DISSOLVES TO:

Morphing montage of female barrel racers
screaming down the straight-away (#21)

CUT TO:

Six shots from #21 & #22 of cowboys being
launched skyward by horses and bulls ...

CUT TO:

Killer shot of cowboy being thrown, lands
standing, then bull bumps him so hard he's
launched back into the air (#21)

CUT TO:

Herky-jerky shots of riders being violently
snapped back and forth on spinning beasts
(#22)

CUT TO:

¼ second pops of very hard landings
GRAPHIC:
Sundays 7 pm ET/PT

Airplane revving sounds, VO has a slightly
hollow 'over an intercom' ambiance – music
is commercial kind of background

[Very sultry female FM style voice]

VO – **Welcome aboard Flight PRCA.**

We're pleased to have you with us today.

**With multiple horses delivering plenty of
power, we'll be at our destination in no
time.**

**As you know PRCA offers travelers
plenty of frequent flyer miles . . .**

**And if we're over booked, you may get
bumped up to first class.**

**If we experience any turbulence, the
captain will turn on the seat belt sign. . .**

**And if you need anything, our flight
attendants will be happy to serve you ..**

**Fly OLN's PRCA Sundays at 7:00...
And... happy landings.**