

PREPARED BY: Marshall Zweig
 PRODUCTION COMPANY: Wall Street
 PREPARED FOR: Little Caesars
 DATE: 10/2
 TOTAL RUN TIME: 5:00
 VERSION: 5(a)

NOTES: Guys, choose any photos from the indicated bins...I know you guys will come up with something awesome

	VIDEO	AUDIO	IMAGE
1. 00:40	BIN 1: "Radio contests" Please note: I sent a link to stock footage of the 1976 Rock Music Awards. If it's in your budget, please consider using pieces of that here.	<u>V/O:</u> Walt Frederiksen fell in love with the radio in junior high, when he entered a CKLW contest and won \$100. Walt kept entering-- and winning. He even won a trip to the 1976 Rock Music Awards as a guest of rock star Alice Cooper. On the plane to IA, Walt sat behind singer Bob Seger; at the awards, he danced with actress Valerie Bertinelli. The experience left an indelible impression on young Walt.	
2. 00:20	BIN 2: "Almont"	<u>V/O:</u> At 15, Walt's family moved from populous Inkster to a town with just one traffic light: remote Almont, Michigan. Walt leaned on radio even more in Almont, developing his lifetime love of music.	
3. 00:30	BIN 3: "College" BIN 4: "WRIF"	<u>V/O:</u> Walt met the love of his life, Jacqui, at community college, and followed her to Oakland University. At the campus radio station, Walt saw an opening for an intern at rock station WRIF. Walt got the gig--and became a part of "the RIF's" legendary JJ and the Morning Crew. Eventually Walt became a RIF fixture on weekends, and a DJ in Cadillac during the week.	

<p>4. 00:15</p>	<p>BIN 5: "Ziebart" BIN 6: "Early LC"</p>	<p><u>V/O:</u> A DJ's pay and the long commute pushed Walt into marketing, where he eventually found a home as part of Little Caesars' national marketing team.</p>	
<p>5. 00:30</p>	<p>BIN 7: "HOT-N-READY" There are a bunch of local spots in the bin that use Walt's voice--please pick one. And then you guys have many of the TV spots--some kind of cool montage would be- awesome</p>	<p><u>V/O:</u> Walt helped introduce HOT-N-READY pizza and make it a household name. Along the way, Walt voiced and versioned hundreds of radio and TV spots.</p>	
<p>6. 00:20</p>	<p>BIN 8: "Production stills"</p>	<p><u>V/O:</u> He influenced decades of creatives, and put himself on the line to give creatives he believed in a chance to shine.</p>	
<p>7. 00:45</p>	<p>BIN 9: "Conference videos"</p>	<p><u>V/O:</u> Each year, conference attendees would look forward to Walt's high-energy advertising presentation--which was more like a one-man rock show.</p>	

<p>8. 00:20</p>	<p>BIN 10: "Conference stills" I love your idea to finish this section with his voice. Brilliant idea by you guys.</p>	<p><u>V/O:</u> Walt's massive presence made him a Little Caesars institution, and the go-to MC for numerous corporate events. And Walt's unmistakable, unforgettable voice gave us his nickname: "the voice of Little Caesars."</p>	
<p>9. 00:05</p>	<p>Hero photo</p>	<p><u>V/O:</u> Suddenly, strangely, that voice is silent.</p>	
<p>10. 00:45</p>	<p>BIN 11: "Corporate stills"</p>	<p><u>V/O:</u> But Walt will long be remembered for supercharging Little Caesars with his passion for people. Franchisees, vendors, co-workers..Walt saw us all as opportunities to spread his unique and infectious brand of enthusiasm and playful fun. Walt radiated fun, so much so that the could transform a room with his presence. Walt brought the fun with him wherever he went—and he went everywhere he could. Walt measured life in experiences, friendships and love, and he had plenty of all three.</p>	
<p>11. 00:10</p>	<p>BIN 12: "Family"</p>	<p><u>V/O:</u> His sons Dane and Austin, and his beloved wife Jacqui, will be forever surrounded by Walt's transcendent love.</p>	

12. 00:20	Angel photo/graphic	<u>V/O:</u> Walt felt enriched by knowing every one of you. And his fondest wish would be that his zest for life added a little something to your life.	
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