

CLIENT: ADLER APHASIA CENTER
 PROJECT: TEN MINUTE AWARENESS/FUND RAISING VIDEO
 WRITER: Larry M. Weiner
 DATE: May 7, 2007

AUDIO:	VIDEO:
<p>Quick cuts of each person sitting around table in advocacy session Cut to CU of one of the people talking (no audio). Stay on them for about three seconds. Cut to a second person. Stay on for about three seconds. Cut to staff therapist writing on wipe-board.</p> <p><i>SOT member trying to speak.</i></p> <p>Cut to shots of members alone, either sitting idly, reading, or walking through the center alone.</p> <p>Cut to Mike getting out of his car. Mike in his office with an employee. Cut to exterior shot of Myron Corporation (since it's adjacent to Adler, should not be a time issue) Mike and Elaine together in facility, in a series of shots, show either one or both working with staff members, intermingling with members.</p> <p><i>SOT – Comment from Mike about when he was told there was no hope for a better life.</i></p>	<p>Voice-Over:</p> <p>English teacher... attorney... chef... librarian...businessman...mother. Each, a productive, contributing member to their community and family...Each, however, affected by a stroke. Each recovered, as sharp as ever and ready to pick up their lives. But, what lingered was aphasia, the inability to use or comprehend speech, and that changed everything.</p> <p><i>(SOT)</i></p> <p>Voice-Over:</p> <p>You see, Aphasia is an equal opportunity disorder. It can strike anyone, at any time, and at almost any age...robbing its victim of their ability to become productive citizens once again.</p> <p>A typical example is Mike Adler. Mike was a successful businessman. He had been the CEO of a global corporation and was considered a brilliant communicator. With his wife of 57 years, Elaine, the two raised four children, traveled, and were generous to numerous charities and organizations. Then, one day in 1993, Mike Adler had a stroke. Recovering from the stroke was only the first challenge. Facing a lifetime with aphasia would require all the strength Mike and Elaine Adler had.</p> <p><i>(SOT)</i></p> <p><i>Mike:</i> <i>I was told there was no hope for recovery,</i></p>

<p><i>SOT – Comment from Elaine about her reaction to the prognosis, and how it would change their lives.</i></p> <p>Title Graphics: <i>“The Adler Aphasia Center – Lives Rediscovered”</i></p> <p><i>SOT from speech therapist explaining how aphasia is simply not diagnosed.</i></p> <p>Over a black screen, the word “Aphasia” fades up slowly.</p> <p>Cut to exterior shot of family bringing a member to the center.</p> <p>Cut to member leading a group in the advocacy area.</p> <p>A bar graph, showing how aphasia affects more people than Parkinson’s disease, muscular dystrophy, multiple sclerosis, and cerebral palsy? <i>(Parkinson estimates begin at 50,000, under 100,000 with muscular dystrophy, 250,000 suffering from multiple sclerosis, and 500,000 with cerebral palsy)</i> An effect begins to darken the aphasia bar until it disappears.</p> <p><i>SOT staff therapist on important role the Adler Center plays in recovery of people.</i></p> <p><i>SOT of member having trouble speaking and getting help from caregiver. No more than a sentence.</i></p> <p>Cut to an individual sitting alone. The camera slowly zooms in until it is an ECU on person.</p>	<p><i>that I would face a lifetime without being able to speak. It was devastating.</i></p> <p><i>(SOT)</i></p> <p>Voice-Over: The purpose of this program is to shine a bright spot light on the condition known as aphasia – its causes, its affects on those who suffer with it, and its impact on family members. Equally important, the tape will explain the critical, life-saving role the Adler Aphasia Center plays -- not only in the recovery of people with aphasia, but in creating a model that can be used to open similar centers around the world.</p> <p>Currently, over one-million people have been diagnosed with aphasia...that’s more than those suffering from Parkinson’s disease, muscular dystrophy, multiple sclerosis, or cerebral palsy. Yet aphasia remains in the shadows, not only to the general public, but the medical profession as well.</p> <p><i>(SOT)</i></p> <p>Voice-Over: Just imagine that you couldn’t speak.</p> <p><i>(SOT)</i></p> <p>Voice-Over: Your intelligence is still intact. Just as before, you can make all your own decisions. And, you know what you want</p>
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<p>Cut to family with aphasia sufferer with them.</p> <p>Cut to person sitting alone.</p> <p>Cut to a series of shots with the person alone (looking out a window, standing alone in a kitchen, sitting at an empty table, alone in a chair)</p> <p>Cut to group meeting and obviously enjoying themselves. Could be an animated conversation or laughter. We hear NAT SND under voice-over. As this part of the script is finished, the sound fades up for a few seconds.</p> <p><i>SOT -- Comment from someone with aphasia on his sense of hopelessness.</i></p> <p>Graphics spell out definition. <i>a•pha•sia (uh-fay'-zhuh) n. An impairment of the ability to use or comprehend words, usually acquired as a result of a stroke or other brain injury.</i></p> <p><i>SOT. Comment from a speech therapist on what causes a stroke (blood clot, breaking of a blood vessel</i></p> <p>(Can we do a chart showing the percentages of causes of aphasia?)</p> <p><i>SOT. Effect to an aphasia sufferer attempting to speak. The SOT will fade, but video continues as VO comes in</i></p>	<p>to say...but you simply cannot access the words. How would you feel?</p> <p>By its very nature, aphasia is a hidden illness, something most of us don't find out about until the day someone we love or know acquires it. That's because most people with aphasia, unable to fully communicate with others, retreat from everyday life. Families are secluded, cut off. Friendships are abandoned. Careers come to a halt. Hopelessness and depression set in. And while speech therapy is available for those with aphasia, the missing component – until now – is help for the emotional despair.</p> <p>Human relations are what bind us together, and language is the bridge to those connections. Without that bridge, we feel exiled on a lonely, desolate island.</p> <p><i>(SOT)</i></p> <p>Voice-Over: What is aphasia? The National Aphasia Association defines aphasia as an impairment of the ability to use or comprehend words, usually acquired as a result of a stroke or other brain injury.</p> <p><i>(SOT)</i></p> <p>Voice-Over: Strokes are the major cause of aphasia, but it can also result from a brain tumor or head injury. 20 percent of stroke victims suffer from Aphasia.</p> <p><i>(SOT)</i></p> <p>Voice-Over: The most obvious manifestation of aphasia</p>
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<p><i>SOT – Person with non-fluent aphasia speaking.</i></p> <p><i>SOT – Person with fluent aphasia speaking</i></p> <p><i>SOT – Person with global aphasia, fades as VO comes up.</i></p> <p>The title LANGUAGE appears. Cut to person listening to a conversation. Ambient sound underneath voice-over. On one side of screen, CG: <i>Aphasia can worsen...</i></p> <ul style="list-style-type: none"> • <i>In noisy or crowded places</i> • <i>When speaking too quickly</i> • <i>Topic is unclear</i> • <i>Speaker uses complicated or long words</i> • <i>Several people in conversation</i> • <i>Fatigue</i> <p>The title READING appears Cut to person with aphasia attempting to read. On one side of screen, CG appears:</p> <ul style="list-style-type: none"> • <i>Comprehension difficult</i> • <i>Complicated or long words</i> • <i>Details get confusing</i> <p>The title WRITING appears Cut to person trying to work at a computer screen. On one side of picture, CG appears:</p> <ul style="list-style-type: none"> • <i>Organizing thoughts difficult</i> • <i>Inability to form correct sentences</i> • <i>Can write letters, but not words</i> 	<p>is the area of speech. Some with aphasia speak in short meaningful phrases...</p> <p>(SOT)</p> <p>...others speak in long sentences that have no meaning at all...</p> <p>(SOT)</p> <p>... and the more severely affected have severe, or global, speaking disabilities.</p> <p>(SOT)</p> <p style="text-align: center;">Voice-Over:</p> <p>In addition to speaking difficulties, aphasia sufferers can experience other communication disabilities.</p> <p>People with aphasia can hear but sometimes have difficulty listening and understanding others -- from decoding single words to understanding entire conversations. These problems can be aggravated in a crowded or noisy place, when someone speaks too quickly or doesn't make the topic clear...if the words are complicated or sentences too long. If several people are involved in the conversation...if the individual is tired or anxious...</p> <p>People with aphasia can also have trouble reading. They see the words, but have trouble comprehending them. Some have the ability to read, but only when the words are not too long or complicated. Others can read most things, but get stuck comprehending details.</p> <p>Another area that gives those with aphasia trouble is writing. Some lose the ability to spell. Others have trouble organizing their thoughts as they prepare to write, while still others can't form grammatically</p>
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<ul style="list-style-type: none"> • <i>Cannot write at all</i> <p>Cut to aphasia sufferer and family walking through facility.</p> <p><i>SOT from member about how aphasia affected the family.</i></p> <p>CG brings up: <i>1 in every 250 Americans with Aphasia.</i> Cut to members in kitchen. NAT SND under voice-over.</p> <p>Recreate speech therapist welcoming in patient, who sits down. NAT SND under voice-over.</p> <p>Speech therapist is now giving prospective member a tour. Can be done in several cuts.</p> <p><i>SOT comment from Elaine about the lack of support services.</i></p> <p>Can we recreate a planning session outside facility (perhaps in back) with Mike, Elaine, and someone acting as a contractor. Contractor can hold a set of rolled up blueprints. The three discuss (without audio) plans for the center.</p> <p>Cut to the three in another exterior shot. The contractor points as if describing his plans for construction/renovation.</p> <p>Cut to exterior shot of front of facility.</p>	<p>correct sentences. Some with aphasia can write some of the letters of certain words, but not the whole word. In severe cases, they cannot write at all.</p> <p>The impact of aphasia on daily life for the survivor and family can be profound and devastating.</p> <p><i>(SOT)</i></p> <p>Voice-Over: Think about this: one in every 250 Americans has aphasia, yet until recently there wasn't a community-based organization to help people with aphasia transition emotionally and socially to their new lives. The path to recovery has historically begun and ended with speech therapy.</p> <p>At the time of Mike Adler's stroke, there were a number of hospital-based speech pathology services that could help those with aphasia with their speech-language difficulties, but none that addressed the psychosocial issues and life-participation skills that aphasia sufferers needed to fully participate in life.</p> <p><i>(SOT)</i></p> <p>Voice-Over: And so the Adlers made a fateful decision – to open their own aphasia center. Even though their research took them to speech pathology clinics around the world, Mike and Elaine discovered that while a small number of facilities came close to offering what they were looking for, none really provided the full range of support services that were truly needed. And, so, in 2003, the Adlers, using their own money, became pioneers, and opened the doors to the Adler Aphasia Center. At first there were four members.</p>
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<p>Ext. Bus dropping off members Int. Other members entering facility. Cut to caregiver at computer. Cut to member running Hot Topic class Cut to personnel running exercise class NAT SND</p> <p>Cut to footage of speech pathologist at seminar. NAT SND.</p> <p>Cut to meeting with legislator Cut to physicians touring facility Cut to seminar with speech pathologists. Cut to table top shot of newsletter and other types of literature published.</p> <p>Can we get a picture of a report cover that is titled: Research: Speech and Quality of Life on cover? <i>(Can create this)</i></p> <p>Cut to Schedule of Classes.</p> <p>Cut to member in kitchen area, involved in various activities, such as making coffee, reading the paper, etc.</p> <p><i>SOT members having conversation in kitchen.</i></p> <p>Cut to members preparing to begin a session. They enter area and start to take their seats.</p> <p>Cut to volunteers working with aphasia suffers. Cut to computer area, wellness discussion <i>(have a prop in pix, perhaps a</i></p>	<p>Today, the center has 117 members, 80 of whom have aphasia. The others are their caregivers...family members, even friends, who also rely upon the center for courses and seminars for the training so critical in the emotional recovery of their loved ones.</p> <p>Privately supported, the Adler Aphasia Center is dedicated to program quality, education and training, advocacy and research. The center regularly meets with legislators, physicians and trains speech-language pathologists. Newsletters are produced to keep the members and medical community abreast of the center's latest activities. And, the center's research in speech and quality of life issues will help shed a brighter light on the condition known as aphasia.</p> <p>Voice-Over: Each semester at the Adler Center runs for three months. Weekly classes are held from Monday through Thursday.</p> <p>The members begin their day with a half-hour informal 'meet and greet' session that takes place in the kitchen.</p> <p><i>(SOT).</i></p> <p>Voice-Over: After that, the members attend communication-focused group activities, lectures, and classes, facilitated by a licensed speech pathologist or trained professional staff. A dedicated group of volunteers, some of whom have aphasia, serve as communication partners and coaches – in communication courses, computer training, wellness discussions, and art and music programs.</p> <p><i>(SOT)</i></p>
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<p><i>chart of some type</i>), then cut to art and then music classes.</p> <p><i>SOT sound byte from Hot Topics class</i></p> <p>Cut to therapist welcoming members to advocacy meeting.</p> <p>Over that, CG appears:</p> <ul style="list-style-type: none"> • <i>Members Practice Life Skills</i> <p>Fly in:</p> <ul style="list-style-type: none"> • <i>Using the telephone</i> • <i>Ordering from a menu</i> • <i>Writing and spelling</i> <p>New screen</p> <ul style="list-style-type: none"> • <i>Discussion groups</i> • <i>Computers</i> • <i>Music and art</i> • <i>Health and Wellness</i> • <i>Supported Conversation Group for Couples</i> <p>Cut to member at desk working on schedule.</p> <p>Cut to over shoulder shot of him/her filling out course schedule.</p> <p>Cut to advisory board meeting. Wipe board can show listing of courses the group is considering.</p> <p><i>SOT from member helped by Adler regain their emotional security through the coursework.</i></p> <p><i>SOT from the member's caregiver about how the center has helped their relationship</i></p> <p>Mike and Elaine in center.</p> <p>Cut staff worker, speaking with a member</p> <p>Cut to members in a discussion group.</p>	<p>Voice-Over:</p> <p>The Adler Aphasia Center helps its members reconnect – with themselves, with others, and with a new life.</p> <p>The members practice life skills, such as using the telephone, ordering from a menu, how to shop and cook, and writing and spelling classes. Discussion groups covering a host of topics provide a non-threatening environment to practice speaking and share ideas with others. Computers enable the members to practice their communication skills by using the latest technology and special software. In addition, there are music and art classes, a newsletter writing class, even wellness and exercise sessions. A supported conversation group is offered for couples to learn how to communicate more effectively.</p> <p>In many ways, the members determine their own path to recovery. Each individual selects his or her own class schedule. As a group, the member advisory board can make recommendations about new courses they would like to see added to the curriculum.</p> <p>(SOT)</p> <p>Voice-Over:</p> <p>As Mike and Elaine Adler see how the aphasia center has grown, helping more and more individuals and their families, they have the satisfaction of knowing how far the center has come. You would think they'd be happy to sit back and say, 'job well done.' But, not the Adlers. In fact, their success fuels the desire to go on. Much, much work still needs to be done.</p>
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<p>Doctors being given tour of facility.</p> <p>Over footage of center, CG can bring up:</p> <ul style="list-style-type: none"> • Provide template for future centers • Greater public awareness about aphasia <p>Cut to wide shot of computer area with teacher overseeing class.</p> <p>Members leaving facility, saying good bye to Linda. NAT SND under.</p> <p>Cut to: Exterior shot of building. Bus driving off.</p> <p>Closing graphics. Include logo, address and phone number. <i>“The Adler Aphasia Center 60 West Hunter Avenue Maywood, NJ 07607 201-368-8585 www.adleraphasiacenter.org”</i></p> <p>Show aphasia handbook <i>“To order your copy of The Aphasia Handbook, visit the National Aphasia Association www.aphasia.org”</i></p>	<p>Two major goals remain – the first is to provide a successful prototype for future aphasia centers. And, second, aphasia must emerge from the dark.</p> <p>Membership in the Adler Aphasia Center is not covered by insurance. Individuals pay a nominal fee to become members. Unfortunately, those fees cover only 10 percent of the center’s operating budget. The center’s ability to provide additional services to the growing number of people with aphasia who hear about its life-saving work depends on private contributions from individuals and businesses. We hope this program has helped you understand what aphasia is, the important, life-saving work being done by the Adler Aphasia Center, and the critical work that still lies ahead.</p>
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