

CONTENT WRITING SAMPLES

(Commercial and Documentary
Vignette Copies)

ANGELIQUE
WESTERFIELD

ICE LAWNSDALE THEATERS
GENERAL COPY – 30 SECONDS

MOVIE TIME IS FAMILY TIME! MOVIE TIME IS DATE NIGHT TIME! MOVIE TIME IS HANGING WITH MY FRIENDS TIME! SO.... SPEND MOVIE TIME WITH ICE LAWNSDALE THEATERS! FOR THE LATEST FILM RELEASES FROM HOLLYWOOD AND THE INDEPENDENT FILM CIRCUIT, ICE LAWNSDALE THEATERS IS YOUR PERFECT GET AWAY TO ENJOY THESE FILM FAVORITES.

AND EVERY MONTH, JOIN US FOR EXCLUSIVE SCREENINGS CELEBRATING FILMS FROM THE AFRICAN DIASPORA. ICE LAWNSDALE THEATERS, 3330 WEST ROOSEVELT ROAD IN CHICAGO. FOR MORE INFORMATION VISIT ICE THEATERS DOT COM OR CALL 773-892-3204. THAT'S 773-892-3204.

COMMERCIAL SPOT
"CHICO & RITA"
60 SECONDS

ICE THEATERS BLACK WORLD CINEMA PRESENTS "CHICO AND RITA" - WEDNESDAY, OCTOBER 3RD AND THURSDAY, OCTOBER 4TH. THIS AWARD WINNING ANIMATED DRAMA TELLS THE CAPTIVATING LOVE STORY BETWEEN TWO AFRO-CUBAN JAZZ MUSICIANS THAT SPANS SIX DECADES. THE FILM IS SET AGAINST THE BACKDROP OF THE GREAT MUSICAL AND CULTURAL FUSION OF AFRO-CUBAN AND AFRICAN AMERICAN JAZZ OF THE 1940S AND 50S. CHANO POZO, DIZZY GILLESPIE, AND CHARLIE PARKER BRING LIFE AND REALISM TO THE FILM WITH GUEST APPEARANCES.

BLACK WORLD CINEMA PRESENTS "CHICO AND RITA" - WEDNESDAY, OCTOBER 3RD AT ICE LAWNSDALE THEATERS, AND THURSDAY, OCTOBER 4TH AT ICE CHATHAM THEATERS. DON'T MISS THIS A CAPTIVATING AND PIERCING LOVE STORY SET AROUND THE INCREDIBLE SOUNDS OF AFRO-CUBAN JAZZ. FOR MORE INFORMATION, VISIT ICE THEATERS DOT COM OR CALL 773-892-3204. THAT'S 773-892-3204.

WOMEN'S HISTORY MONTH
MELLODY HOBSON COPY - MARCH 2013

MELLODY HOBSON IS ONE OF AMERICA'S LEADING VOICES ON FINANCIAL LITERACY AND INVESTOR EDUCATION. BORN THE YOUNGEST OF SIX CHILDREN ON APRIL 3RD, 1969, HOBSON WAS A TOP STUDENT AT ST. IGNATIUS COLLEGE PREPARATORY SCHOOL IN HER HOMETOWN OF CHICAGO. HER DESIRE TO LEARN EARNED HER ACCEPTANCE IN TO MANY IVY LEAGUE UNIVERSITIES. SHE CHOSE TO ATTEND PRINCETON UNIVERSITY.... INITIALLY PURSUING A CAREER IN MATHEMATICS. HOBSON LATER TRANSFERRED TO PRINCETON'S WOODROW WILSON SCHOOL OF INTERNATIONAL RELATIONS AND PUBLIC POLICY WITH A FOCUS IN SOUTH AFRICAN STUDIES. DURING ONE OF HER SUMMER BREAKS, SHE TOOK AN INTERNSHIP AT ARIEL INVESTMENTS - FOUNDED BY FELLOW PRINCETON ALUM JOHN ROGERS, JR. HER INTERNSHIP MADE A LASTING IMPRESSION, AND UPON HER GRADUATION IN 1991, HOBSON JOINED THE TEAM AT ARIEL. SHE WORKED IN SEVERAL POSITIONS FOR THE COMPANY INCLUDING VICE PRESIDENT AND DIRECTOR OF MARKETING. AND IN THE YEAR 2000, HOBSON WAS PROMOTED TO PRESIDENT OF ARIEL INVESTMENTS. SHE HAS BECOME A KNOWN IN THE PUBLIC EYE AND FACE OF ARIEL INVESTMENTS DUE TO HER REGULAR APPEARANCES AS A FINANCIAL ADVISOR ON GOOD MORNING AMERICA. IN 2009, HOBSON HOSTED HER VERY OWN ABC NETWORK SPECIAL ENTITLED "UNBROKE" WHICH EDUCATED AUDIENCES ON MONEY MANAGEMENT. IN AN ARTICLE PUBLISHED IN THE CHICAGO TRIBUNE, HOBSON WAS QUOTED SAYING THAT MOST EFFECTIVE LEADERS HAVE A STRONG SENSE OF SELF THAT IS NOT SHAPED BY CONVENTIONAL WISDOM; AND AS EXECUTIVES, WOMEN SHOULD BE STRONG, NOT TOUGH.... KIND BUT NOT SOFT. GREAT WORDS OF ADVICE FROM ONE OF AMERICA'S LEADING PROFESSIONAL. WVON IS PROUD TO RECOGNIZE MELLODY HOBSON AS ONE OF OUR MOST POWERFUL FIFTY WOMEN UNDER FIFTY.

WOMENS HISTORY MONTH
GABBY DOUGLAS COPY
MARCH 2013

ON AUGUST 2ND 2012, THE WORLD WATCHED AS GABRIELLE "GABBY" DOUGLAS BECAME THE FIRST AFRICAN AMERICAN GYMNAST..... AND WOMAN OF COLOR OF ANY NATIONALITY IN OLYMPIC HISTORY..... TO **WIN** A GOLD MEDAL FOR THE INDIVIDUAL ALL-AROUND COMPETITION AT THE SUMMER OLYMPIC GAMES IN LONDON.

GABBY DOUGLAS WAS BORN ON DECEMBER 31ST, 1995 IN VIRGINIA BEACH, VIRGINIA. IT SEEMS THAT ATHLETIC EXCELLENCE IS PREVALENT IN HER FAMILY. GABBY'S OLDER SISTER – ARIELLE – WAS A TRAINED GYMNAST. SHE TAUGHT GABBY HOW TO EXECUTE A PERFECT CARTWHEEL WHEN GABBY WAS ONLY THREE YEARS OLD. GABBY TOOK STRONG INTEREST IN THE SPORT, AND ONE YEAR LATER SHE LEARNED HOW TO DO A CARTWHEEL WITH JUST ONE HAND. PRETTY IMPRESSIVE FOR A LITTLE PERSON THAT HAD NOT YET REACHED THE AGE OF FIVE. GABBY'S PARENTS WERE CONVINCED THAT THEIR DAUGHTER HAD EXCEPTIONAL TALENT. THEY ENROLLED HER IN FORMAL GYMNASTICS TRAINING CLASSES WHEN GABBY TURNED SIX. WITHIN TWO YEARS, SHE COMPETED AND WON THE 2004 VIRGINIA STATE GYMNASTICS CHAMPIONSHIP. GABBY'S WIN IN THE VIRGINIA ZCHAMPIONSHIPS INSPIRED HER TO REACH FOR GREATER HEIGHTS. AT THE AGE OF FOURTEEN, SHE MOVED TO WEST DES MOINES, IOWA TO TRAIN WITH TOP GYMNASTICS COACH LIANG CHOW. FOR SEVERAL YEARS, GABBY EARNED TOP PLACEMENT IN MULTIPLE NATIONAL AND INTERNATIONAL COMPETITIONS. SHE EVENTUAL PLACED FIRST AT THE 2012 OLYMPIC TRIALS IN SAN JOSE, CA. GABBY WALKED AWAY WITH THE ONLY GUARANTEED SPOT ON THE OLYMPIC TEAM. IN ADDITION TO HER FLAWLESS GOLD MEDAL WIN IN THE INDIVIDUAL COMPETITION.... GABBY AND HER TEAMMATES – NICKNAMED THE FIERCE FIVE – TOOK HOME ANOTHER GOLD FOR THE TEAM ALL AROUND COMPETITION.

GABRIELLE DOUGLAS HAS RECEIVED INTERNATIONAL ACCLAIM FOR HER SPORTSMANSHIP AND SHEER ATHLETIC TALENT. SHE WAS FEATURED ON SPECIAL EDITION BOXES OF KELLOGG CORNFLAKES – THE FIRST TIME EVER KELLOGG HONORED AN OLYMPIC ATHLETE. GABBY ALSO MADE SEVERAL TELEVISION TALK SHOW APPEARANCES INCLUDING THE TONIGHT SHOW IN WHICH SHE SHARED THE STAGE WITH FIRST LADY MICHELLE OBAMA. GABBY RELEASED AN AUTOBIOGRAPHY ENTITLED *GRACE, GOLD, AND GLORY: MY LEAP OF FAITH* IN DECEMBER 2012. IT DEBUTED AT NUMBER FOUR ON THE NEW YORK TIMES YOUNG ADULT BEST SELLER LIST. SHE'S YOUNG, PETITE, AND POWERFUL WITH ONLY A BRIGHT FUTURE AHEAD.... THAT'S WHY WVON IS PROUD TO HONOR GABRIELLE 'GABBY' DOUGLAS AS ONE OF OUR 50 MOST IMPACTFUL WOMEN.... UNDER FIFTY.

WVON 50 DEFINING MOMENTS
APRIL 1ST, 1963.... "THE BEGINNING"

IT WAS APRIL 1ST, 1963 AT 6AM IN THEM MORNING, WVON SIGNED ON THE AIR....THE FIRST SONG....THE TEMPTATIONS....THE WAY YOU DO THE THINGS YOU DO. THE STATION'S MISSION WAS IN ITS CALL LETTERS, WVON STOOD FOR THE VOICE OF THE NEGRO. IT WAS THE BRAIN CHILD OF TWO POLISH IMIGRANT BROTHERS LEONARD AND PHIL CHESS, WHO HAD MADE THEIR FORTUNE IN BLACK CHICAGO IN CLUBS AND AT THEIR FAMED CHESS RECORDS, THE HOME OF BLUES GREATS MUDDY WATERS, LIL HOWLIN WOLF, AND ETTA JAMES. THE CHESS FAMILY ACQUIRED THE 1,000-WATT STATION FROM WHFC FOR \$1 MILLION DOLLARS AND WAS GIVEN AN FM STATION AS PART OF THE DEAL, (I'LL TELL YOU MORE ABOUT THAT LATER IN THE SERIES).

E. RODNEY JONES WAS THE FIRST TO BE HIRED BY LEONARD CHESS. CHESS TRUSTED JONES TO IDENTIFY OTHER TALENTED DJS THAT COULD JOIN THE ENSEMBLE. HIS FIRST PICK...HERB KENT, THE COOL GENT, WHO HAD BUILT A LOYAL LISTENING BASE ON THE HARVEY-BASED WBEE. AND OTHERS SOON FOLLOWED...PLUCKED FROM INDEPENDENT RADIO SHOWS ACROSS CHICAGO AND SURROUNDING SUBURBS. THE ORIGINAL LINE UP INCLUDED, AL BENSON, FRANKLIN MCCARTHY, WESLEY SOUTH, AND MY DAD PERVIS SPANN, THE BLUES MAN. THIS TALENTED GROUP OF DISC JOCKEYS BECAME KNOWN AS THE GOOD GUYS. AND WITH THEIR CHARISMATIC PERSONALITIES AND INDIVIDUAL MONIKERS, WVON QUICKLY BECAME ONE OF THE TOP 3 MOST LISTENED-TO STATIONS IN THE MARKET, AND THE FIRST TO TARGET CHICAGO'S BUSTLING BLACK COMMUNITY. AND WITH ITS MIX OF MUSIC AND COMMUNITY EMPOWERMENT, IT BECAME THE HALLMARK OF URBAN RADIO ACROSS THE

COUNTRY. DJ'S IN OTHER MARKETS WANTED TO SOUND LIKE THEM, AND RECORD EXECUTIVES WOULD DO ANYTHING TO GET THEM TO PLAY THEIR MUSIC. THE CHESS FAMILY HAD STRUCK GOLD, BUT IT DIDN'T LAST LONG UNDER THEIR OWNERSHIP. HEADING BACK TO THE STATION ON SOUTH KEDZIE AFTER LUNCH ONE SUNNY AFTERNOON IN 1969, LEONARD CHESS DIED OF A HEART ATTACK. THE FAMILY DECIDED TO SALE THE STATION SHORTLY AFTER THAT. AND THAT \$1 MILLION DOLLAR INVESTMENT SOLD FOR \$9 MILLION IN LESS THAN 10 YEARS, THANKS TO SOME REALLY GOOD GUYS. STAY TUNED FOR MORE IMPACTFUL MOMENTS OF WVON AND JOIN US SATURDAY APRIL 6TH AT THE CHICAGO THEATER AS WE CELEBRATE THIS RICH HISTORY.

BLACK MUSIC MONTH
DRAFT COPY – THE OHIO PLAYERS

FUNK MUSICIAN BOOTSY COLLINS ONCE SAID THAT THE OHIO PLAYERS BASS MAN – MARSAHLL JONES - INSPIRED HIS STYLE PLAYING MUSIC. IN FACT, THE OHIO PLAYERS INSPIRED THE MUSICAL STYLE OF FUNK AND R&B BANDS LAKESIDE, ZAPP, AND SLAVE.... ALL OF WHO CAME FROM THEIR HOMETOWN IN DAYTON, OHIO.

BUT TO TALK ABOUT THE OHIO PLAYERS, YOU HAVE TO GO BACK TO THEIR ROOTS WITH GEORGIA BLUES MAN ROBERT WARD. WARD FORMED THE OHIO UNTOUCHABLES WITH SAXOPHONIST CLARENCE SATCHELL, BASSISTS MARSHALL JONES, AND HORN MAN PEE WEE MIDDLEBROOKS. THEY PLAYED THE OHIO MUSIC CIRCUIT IN THE 1960S....EVEN SINGING BACKGROUND VOCAL FOR WILSON PICKETT ON HIS 1962 SINGLE, "I FOUND A LOVE". ROBERT WARD LEFT THE GROUP IN 1964 AFTER A PHYSICAL ALTERCATION WITH MARSHALL JONES. THE REMAINING MEMBERS REFORMED THE BAND UNDER SATCHELL'S LEADERSHIP.... CALLING THEMSELVES THE OHIO PLAYERS. IN 1968, THE BAND RELEASED THEIR DEBUT ALBUM – OBSERVATIONS IN TIME. BUT THE ALBUM FELL FLAT. THE BAND THEN RECRUITED TEENAGE PROTÉGÉE – JUNEE MORISON – IN 1970 WHO GUIDED THE BAND INTO PLAYING FUNK MUSIC.

IN 1971, THE OHIO PLAYERS RELEASED THEIR FIRST FUNK ALBUM WITH TITLE SONG – "PAIN". THE ALBUM AND SONG BECAME A TOP 40 HIT. THEY FOLLOWED WITH THE SOPHOMORE RELEASE – PLEASURE. BUT BY 1974, MORRISON LEFT THE GROUP TO PURSUE A SOLO CAREER. THE OHIO PLAYERS SIGNED ON KEYBOARDISTS BILLY BECK AND VOCALIST LEROY 'SUGARFOOT' BONNER. AGAIN, THE CLASSIC FUNK MASTERS ROSE TO NEW HEIGHTS WITH THE ADDITION OF TALENTED AND GIFTED MUSICIANS. OVER THE NEXT SEVERAL YEARS, THEY RELEASED A STRING OF TOP 40 SINGLES

INCLUDING "HEAVEN MUST BE LIKE THIS", "SKIN TIGHT", "FIRE", "WHO'D SHE COO", "SWEET STICKY THING", AND THEIR BIGGEST JAM "LOVE ROLLERCOASTER".

AS MUCH AS MUSIC FANS LOVED THE OHIO PLAYERS FUNKY STYLE, MANY MORE LOVED THEIR ALBUM COVERS. EACH COVER DONNED STRONG AND SEXY BLACK MODELS.... BEGINNING WITH PAT EVANS. USUALLY DRESSED IN BIKINIS (OR NOT), THE OHIO PLAYERS MADE A BOLD ARTISTIC STATEMENT THAT NO ONE IN THE MUSIC BUSINESS HAD EVER MADE BEFORE. IN FACT, IT WAS THEIR 1975 ALBUM HONEY THAT WON THEM THEIR ONLY GRAMMY AWARD FOR BEST ALBUM ART.

THE OHIO PLAYERS JOURNEY TO STARDOM WAS LONG, BUT THEIR FALL WAS QUICK. DRUG USAGE AMONG THE GROUP MEMBERS WAS THE EPITOME OF THEIR DOWNFALL.... ROBBING THE BAND OF THEIR CREATIVITY, WORK ETHIC, AND WEALTH. ALTHOUGH THE OHIO PLAYERS RELEASED SEVERAL ALBUMS OVER THE NEXT DECADE, THEY NEVER FULLY RECOVERED. BOTH CLARENCE SATCHELL AND --- ---MIDDLETON DIED IN THE MID-90S. AND ON JANUARY 27, 2013, LEROY "SUGARFOOT" BONNER - THE FRONT MAN OF THE OHIO PLAYERS - DIED AT THE AGE 70. BUT THEIR SONGS AND LEGACY LIVES ON.