

The following is an excerpt from a corporate branding presentation for the Hallmark Channel, hosted by Patrick Stewart. The purpose of the film was to drive home Hallmark’s message and unite its employees worldwide.

<p>FADE UP ON: Modern Setting, long shot. Patrick in silhouette in the background. We hear his VOICE OVER, intercut with GREAT LINES from GREAT STORIES (actual lines from HALLMARK movies and mini-series)</p>	<p><u>VO PATRICK:</u> For centuries, they’ve been a primary means of communication...they’ve been handed down generation by generation... in many languages... across many lands... they mirror our souls and echo the times we live in...they are both timeless and timely reminders of who we are...they are great stories... that stay with you.</p>
<p>FADE UP: REVEAL PATRICK STEWART.</p>	<p><u>PATRICK:</u> Hi, I’m Patrick Stewart. You may know me from stage and screen. As a captain in the 24th century... a captain chasing a legendary white whale... or as one of the most familiar icons in Christmas lore... scrooge. They’re all great roles, etched in our memory long after we’ve seen them. That’s a good way to describe hallmark entertainment. They deliver great stories that stay with you. And the folks at hallmark have asked me to explore that simple, yet important theme with you.... To examine what makes this channel unique... to help your role in helping others choose hallmark. In other words, we’ll look at several ways ‘great stories stay with you.</p>
<p>CUT TO: Short Series of CLIPS, featuring classic HALLMARK ENTERTAINMENT Films and mini series.</p>	<p><u>PATRICK:</u> Hallmark is one of the most recognized brands around the world. And one of many entertainment brands people can easily identify with. For instance, viewers watch MTV for the music; they turn to CNN for news; the discovery channel... they want to see an Aussie being chased by a crocodile. But seriously, identifiable brands make choices easier for the TV audience. They should be a no-brainer. Especially if something unique and special is offered. When viewers choose the hallmark channel they know what they’re getting: “great stories that stay with you.” A corporation known for more than just greeting cards strengthens that idea—they symbolize high quality. From that comes a rich</p>

	<p>heritage of entertainment people can trust. A heritage that continually wins honors for uplifting the standards of television.</p>
<p>Cut to: brief clip or two.</p>	<p><u>PATRICK:</u> So, what constitutes a great story worthy of the hallmark emblem? There are several factors. First of all they have to be entertaining. But what does that mean? Big, special effects? A star-studded cast? A kid named Harry with a few tricks up his sleeve? Those are all good elements. In fact, hallmark programs feature dozens of the world’s finest actors (thank you very much) and have earned many awards. But what’s more important is that Hallmark’s programs not only dazzle the eye, they tug at the heart. They’re not only visually exciting, but also emotionally-involving. As Hamlet would say, “they must hold a mirror up to nature”.</p> <p>Hallmark programs are also relevant. No boring costume dramas here, thank you. Only timeless classics that will resonate with modern viewers. Or put a fresh, new twist on a familiar tale. Something that transcends many languages and cultures. Think <i>Crouching Tiger</i> and <i>The Lion King</i>. Or dramas with a solid emotional core – <i>the legend of King Arthur</i>, <i>Lonesome Dove</i>, and one of my favorites, <i>Moby Dick</i>.</p>
<p>CLIPS: “Moby Dick” featuring Patrick Stewart.</p>	<p>(Patrick ‘reacts’ to <i>Moby Dick</i> scene) Wow, that gives me sea legs again just thinking about it. That’s also a good example of a good book or movie that can really hook you in... dazzle the senses... take you on an emotional rollercoaster. In other words, they’re memorable—another hallmark trait. The programs keep you intrigued, with vivid characters that almost become friends, and images that stay with you for days, perhaps years.</p>
<p>Clips of memorable scenes: Hamlet holding skull, Contemporary drama, etc.</p>	<p><u>PATRICK:</u> These are just some of the elements built into hallmark’s “great stories” concept. Hopefully, it will help you communicate the channel’s unique qualities, to give you the necessary tools that can keep hallmark strong now and forever.</p>

<p>(Patrick starts to become more passionate in his delivery, building and building)</p>	<p><u>PATRICK:</u> Because you're the key to hallmark's success. They've written you into the script. You're part of their wondrous, epic story. Now is your chance to play the hero... embark on a gallant quest to capture the hearts and minds of viewers across the globe... fearless in the face of adversity... ready to accomplish great deeds... seize the day... slay the dragons... to boldly go where no--...(he stops himself). Well, you get the idea.</p>
<p>(WE WALKS OFF...FADE OUT)</p>	<p><u>PATRICK:</u> I'm Patrick Stewart. I look forward to more great hallmark entertainment in the years to come...</p>