Cheryl Smith – Farmer’s Market

(VHS #4, Beta #6)

04:31:38:00 Cheryl Smith introduces herself and what she showcases. Details what can be found in

the farmers’ market. Flowers, veg, crafts, pottery, jewelry, etc.

04:32:17:24 Ends on “happy atmosphere.”

*Approx TRT: :40*

B-Roll :20 00:57:22:13 - People walking

00:57:42:10

:11 00:44:08:00 - Man looking at wooden bowls

00:44:11:13

04:32:31:00 She says how long it’s been there, says it’s on Lemon Ave. (use footage of sign).

04:32:48:07 (First place to wind up when she says “waiting list of 100 people”) **TRT :17**

04:32:50:21 (Second place to end “really popular thing) **TRT :19**

###### Approx TRT: 17

B-Roll :06 00:57:16:17 - Street sign

00:57:22:12

04:36:20:00 Talks about fresh vegetables

04:36:30:00 Community spirit (there is somebody walking around in the background so

don’t use talking head). People come to chat, people watch, have a sense of community.

04:36:48:01 Ends on “fun, energetic place.” (This whole section is great for people shots)

*Approx TRT: :28*

B-Roll :34 00:28:59:19 - People buying veggies

00:29:34:06

04:35:22:10 “Sarasota is not a particularly diverse community…” Talks about what kind

of people you might see. (Find B-roll with diversity).

04:35:34:20 Ends.

*Approx TRT: :12*

B-Roll :05 00:45:34:12 - People walking around

(best part ends 00:45:37:00)

00:45:39:28

:07 00:49:41:14 - Dog in front of kid

00:49:49:05

04:38:14:20 Says you see people walking around with their parrots and poodles (there is

B-roll for both).

04:38:20:12 Ends.

###### Approx TRT :06

B-Roll :03 00:45:20:28 - Parrot

00:45:23:28

:03 00:56:59:26 - Poodle

00:27:03:00

04:37:17:00 Talks about a woman making clay pottery. Feminist.

Mentions “Deerwomon.com” (there is B-roll on all of this)

04:37:47:19 Ends.

*Approx TRT :30*

B-Roll :40 00:52:03:07 - Finished pottery with lady working behind (00:52:39:04) Shot of “Deerwomon.com” wagon

00:52:43:07

04:38:35:00 Says “Well, I think it’s the best thing Sarasota has to offer…spend

hours looking at all the things they have” (there is B-roll of this).

04:38:45:17 “Learn a lot about people in the community”

04:38:51:06 Stop here.

*Approx TRT :16*

B-Roll :24 00:50:03:03 - Kid/Lady looking at jewelry

00:50:27:02 *(we can cut at zoom to shorten)*