

Video	Audio
<p>SETTING: Salt of the earth African American Football coach in a faded warm up jacket, addressing a group of college players, mixed ethnicities, seated on benches, standing against lockers, helmets off. This is the coach's last game, his last hurrah. We come upon him as he is wrapping up his final pep talk of the season. Classic locker room speech with 30 uniformed college football players roughed up and worn from the field.</p>	
<p>FADE UP</p>	<p>(FADE UP music)</p>
<p>LOCKER ROOM -ESTABLISHING SHOT OF SCENE, CAMERA RISES OVER BACKS OF PLAYERS TO SETTLE ON A GROUPING WITH COACH ADDRESSING THEM.</p>	<p>COACH: (he's already worked his speech to a crescendo) It's about focus! We're going out of this locker room in a couple of minutes as a unit. We go out as a well-tuned machine. That's how we win!</p>
<p>OTS COACH TO THREE PLAYERS SEATED IN FRONT. THE MEN BEHIND THEM ARE RESTLESS AND TRIGGER READY TO JET</p>	<p>PLAYER 1: You got it coach!</p>
<p>MS COACH</p>	<p>COACH: (holding them back with a simple wave) Hang on. I got something else to say. You know, I'm a simple man.</p>
<p>PLAYERS SETTLING BACK RESPECTFULLY</p>	<p>COACH (OS): A lot of people say winning is about bringing home a trophy...</p>
<p>CLOSER ON COACH</p>	<p>COACH: Snatching victory from the hands of the foe and all that.</p>
<p>CU BANDANGED PLAYER'S HAND PICKING AT SOMETHING ON HIS UNIFORM</p>	<p>COACH (OS): But if winning is just about taking home a trophy...</p>
<p>MOVING WS PROFILE OF SCENE</p>	<p>COACH: ...then you're not getting the real message of the game.</p>

Video	Audio
CU COACH AS HE FIXES THEM WITH HIS SIGNATURE RAPTOR'S STARE	COACH: Look around you. Look at the guy sitting next to you.
MCU AND CU AS SOME MEN GLANCE SERIOUSLY AT EACH OTHER	COACH (OS): That's your brother there. Today you stand shoulder to shoulder with him.
MW ON COACH AND PLAYERS	COACH: Today you give your lifeblood for him.
CAMERA SLOWLY TRACKS THE ROOM, REVIEWING THE WORN AND EARNEST FACES OF THE PLAYERS. SOME WITH HEADS DOWN, SOME	(music: new drop, more patriotic) COACH (OS): You're giving it for the spectators, the community, for that little boy in the nosebleed seats who one day dreams of being you.
MCU ON PLAYER 1 WHO CRINGES A LITTLE, BELIEVING THE COACH IS CALLING HIM OUT SINGLY. A BEAT OF SWEAT DRIPS DOWN	COACH: (fixing eyes on Player 1, then moving to rest) Sure you want to win. Everybody likes to win. I like to win. I'm a coach.
MW PROFILE OF SCENE	COACH: (rising intensity) But let me tell you something, a trophy ain't nothing but a tin can on a plastic plate.
CU COACH	COACH: And that's all it is. Weighs maybe a pound or two.
WIDE JIB SHOT OVER THE PLAYERS AND BACK TO THE COACH SETTLING ON MS	COACH: Inside of each of you is 12 ounces beating right in here. (pounds his heart) And it's pumping out courage and generosity. It's not about scoreboards and passing yardage.
CU PLAYERS WHO HAVE BECOME INTROSPECTIVE, THINKING OF LOVED ONES	COACH (OS): It's about passing it forward.
CU COACH	COACH: This is my last game.

Video	Audio
CU REACTION SHOTS PLAYERS, ONE WIPES A TEAR	COACH (OS): In a minute we're stepping out that door, we're going our separate ways.
TIGHT GROUPING OF COACH AND PLAYERS	COACH: Whatever you decide to do in life, you give it 100%
CU COACH	COACH: You give 100%. Now go out there sons, and make me proud.
PLAYERS RISE AND ERUPT INTO AN CACOPHANY OF SHOUTING.	PLAYERS: You got coach! We're doing it coach. We love you coach! Let's do it! Let's go!
EXT FIELD HOUSE AS EXHUBARANT PLAYERS RUN OUT ONTO THE FIELD	(music RISE)
REVERSE SHOT: AS PLAYERS RUN TOWARD NOT A GAME BUT A RED CROSS MOBILE UNIT. STILL SHOUTING THEY FILE PAST THREE UNIFORMED RED CROSS STAFF GIVING THEM ENTHUSIASTIC HAND SLAPS AS THEY GO INTO THE MOBILE UNIT.	NARRATOR: It's simple. Give Blood. Schedule an appointment tody. Change a life.
GFX: RED CROSS LOGO www.redcross.org and FADE	(music FADE OUT)